AUGUST 4, 1952

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TELECASTING
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21ST
year
The Newsweekly of Radio and Television.

That they may walk
...and smile
...again!

PRAIRIE FARMER
WLS
CHRISTMAS NEIGHBORS CLUB

A final accounting has just been made of the WLS Christmas Neighbors Club for 1951. It discloses that WLS listeners contributed another $32,825.90, making a total of $348,921.04 contributed to this worthy cause by WLS listeners during the past seventeen years.

Every cent of this money has been used to buy much needed equipment for hundreds of hospitals and other such institutions . . . a total of 7,644 gifts such as Radios, Wheel Chairs, Inhalators, Orthopedic Walkers, etc. . . . that tens of thousands of youngsters may be made well, strong and happy again.

WLS takes what it believes to be justifiable pride in this work . . . and the generosity of its listeners, which makes it possible. With the continuing loyal support of this vast WLS listening audience . . . the WLS Christmas Neighbors Club will continue to bring help, hope and happiness to additional tens of thousands each year.

WLS

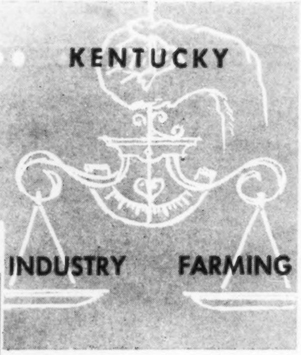
The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

XUM

Go where there's GROWTH...



A PRODUCT OF
Kentucky

Chemicals and Cattle

FROM atoms to anti-freeze . . from carbide to chloroprene. Kentucky's Ohio River Valley with its unlimited power potential is rapidly becoming the chemical center of the entire Midwest! Growth figures are fabulous. A sampling of the giant chemical producers locating in Kentucky are: Pennsylvania Salt Mfg. Co. (a $19 million plant at Calvert City), Allied Chemical Company (an $11,750,000 expansion at Ashland), Mathieson Hydrocarbon Chemical Company (a $20 million plant at Doe Run), and General Aniline Dye Company ($2,500,000 plant at Brandenburg).

But there is more than a "Chemical" Kentucky! "Agricultural" Kentucky leads the entire Southeast in livestock production. The 1950 count showed a total of 4,059,000 head, valued at 340 million dollars. Livestock sales *increased* 266% in 1940-50 . . another 200% in 1951! Kentucky's huge gains in industry are matched by its growth in farm productivity.

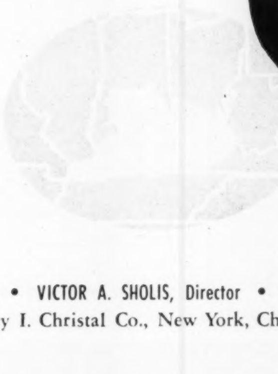
A PRODUCT OF
Kentucky

Go where there's GROWTH... GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
(Benson and Benson)

CBS

WHAS
Louisville, Kentucky



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

Since August, 1950

BILL GORDON*

has sold more goods and services than any other Cleveland radio or television personality!

WHK

CLEVELAND

Represented by Headley-Reed Company

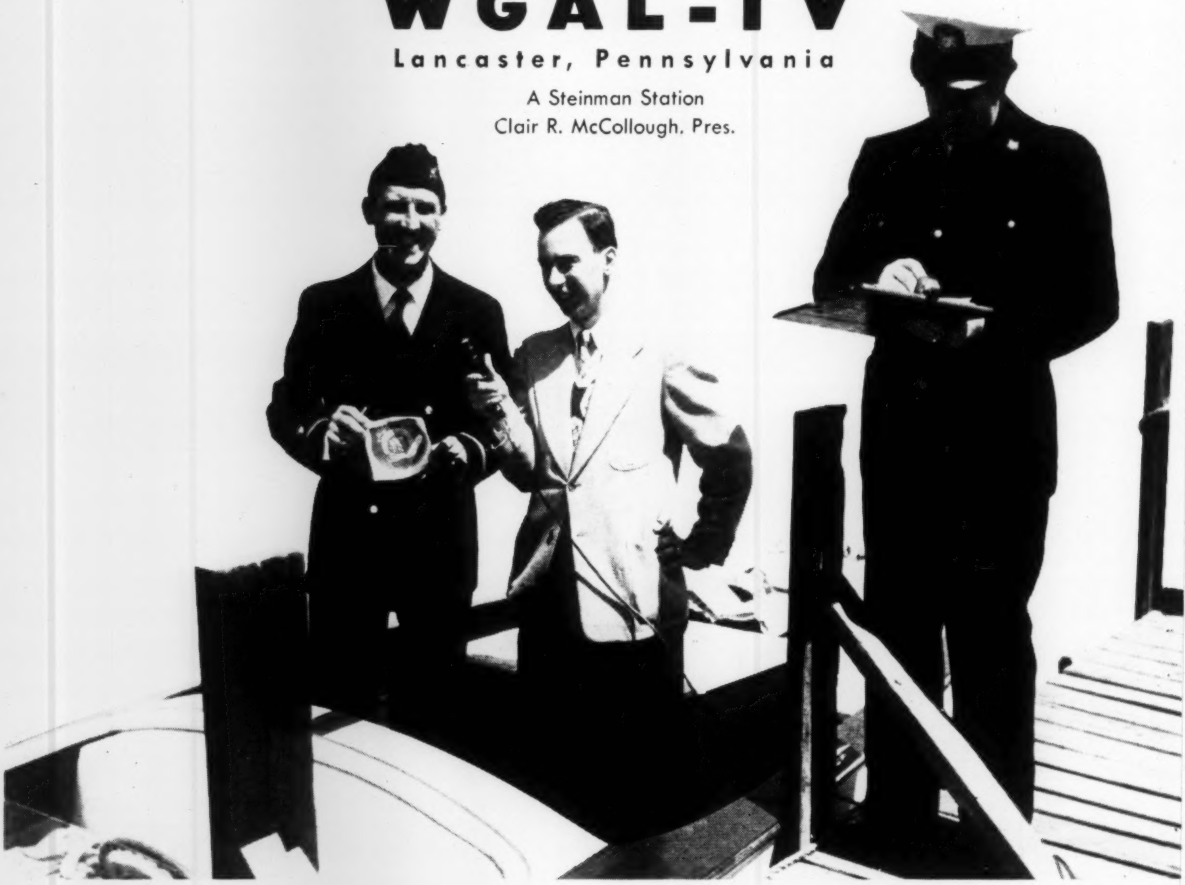
** Winner for the 2nd consecutive year . . . . Cleveland Press Radio Poll*

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

all aboard for safe sailing!

As a service to boating enthusiasts in the Lancaster area, WGAL-TV recently sent an announcer-camera crew to Long Level—on the Susquehanna in York County, Pennsylvania—for an interview with Commander Art Norris, Flotilla No. 52, United States Coast Guard Reserve, and Inspecting Officer Dan Flory. On the resulting telecast, WGAL-TV viewers saw Commander Norris do a motor boat safety check. All equipment was inspected—including motor, lighting, horn, and life preservers. The examination was performed by the Coast Guard, and telecast by WGAL-TV, as a public service—to emphasize the factors involved in safe navigation. Programs such as this are presented regularly over WGAL-TV, in the public interest.



WGAL-TV

Lancaster, Pennsylvania

A Steinman Station
Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

New York **Chicago** **San Francisco** **Los Angeles**

at deadline

CLOSED CIRCUIT

DETERMINED to explode contention of dissenting Comr. Robert F. Jones that its final TV plan isn't fixed, firm and final, FCC may be expected to change more of those "trouble areas" borderline assignments, so long as changes do no violence to minimum mileage separations. Way was opened last week with assignment of VHF channels to Lafayette, La., and Temple, Tex. Pittsburgh, with only two commercial VHFs (one assigned), is most vexatious problem and it's reasonably deduced that since Channel 4 is less than ½ mile short of minimum standards, way will be found to overcome technicality. Two court appeals are pending on Pittsburgh allocations.

WHITEHALL PHARMACAL Co., New York (Anacin), through John F. Murray, N. Y., preparing radio spot announcement campaign to start late in September. Firm used approximately 700 markets last year and is expected to use similar campaign this fall.

WITH RESIGNATION of Joseph H. Ream as executive vice president of CBS effective last Thursday [B•T, July 14], Daniel T. O'Shea, vice president and general executive of parent company, has moved into Mr. Ream's quarters. Richard S. Salant, former CBS attorney named vice president and general executive in wake of Mr. Ream's resignation, has moved into offices on 20th floor and has acquired Mr. Ream's secretary, Marjorie Throop. Mr. Ream, who resigned for personal reasons, continues as CBS consultant and has taken on several policy level projects.

WILSON WYATT, former Louisville mayor and counsel for *Courier Journal* and *Louisville Times* (WHAS-AM-TV), late Friday named personal campaign manager by Democratic Presidential Nominee Adlai E. Stevenson.

DESIRABILITY of appointing top broadcast figure to administer Voice of America program being given careful study in State Dept. Names of four or five industry figures have been submitted by Dr. Wilson Compton, International Information Administrator, to Secretary Acheson. Move was occasioned by imminent return of Foy Kohler, assistant administrator for VOA, to foreign service status. Only major drawback: Post commands Grade 15 ($10,800) salary, which IIA authorities acknowledge is inadequate by industry standards.

FCC EXPECTED soon to announce appointments of additional examiners from staff to handle crush of hearings growing out of contested bids for TV assignments. Authorized by Congress to utilize earmarked appropriation of $300,000 for seven or eight new examiner teams, to supplement present staff of seven, Commission has been probing qualifications of number of staff attorneys for promotions. Among them: William G. Butts, chief of Tariff and Rate Classification Branch of Telephone Div.; Robert J. Rawson, assistant chief, Hearing Div.; H. Gifford Irion, Aural Facilities-

(Continued on page 6)

FIRST UHF STATION NETWORK AFFILIATION

WSBA-TV York, Pa., became first UHF station to be formally accepted as network affiliate today (Monday). Station, which expects to begin operations Nov. 1, has become 65th ABC-TV affiliate, Richard B. Rawls, ABC director of TV stations, announced. Operator is Susquehanna Bcstg. Co., Louis Appel Jr., president, and Walter Rothensies, general manager. ERP 170 kw visual, 86 kw aural. Antenna height listed as 530 feet above average terrain.

B & B PROMOTIONS

E. ESTY STOWELL, vice president and account supervisor; Charles Pooler, vice president in charge of marketing, and Walter Craig, vice president in charge of radio and TV department, have been elected to board of directors of Benton & Bowles, New York.

Henry O. Pattison Jr., chairman of plans board, and Mr. Pooler were elected senior vice presidents of agency.

ILLINOIS PROTEST

PROTEST against ban on radio-TV coverage of municipal and state legislative hearings was voted by Illinois Broadcasters Assn. Friday at close of mid-year convention in Peoria (see earlier story on page 24). IBA also voted to endorse Commission's proposed change in operator rules to permit use of restricted operators and remote control of AM and FM stations operating omnidirectionally with 10 kw or less power. Next IBA meeting will be in Springfield, Ill., sometime in October, it was decided.

BUSINESS BRIEFLY

GE CAMPAIGN ● General Electric Co. (television receivers), through Maxon Inc., New York, planning to start radio spot campaign in all television markets, effective mid-October for eight weeks.

SCHEDULE FOR MILLER ● Miller Brewing Co., Milwaukee, which will use heavy TV spot schedule this fall with film program now being planned by *March of Time*, expected to buy NBC's *The First Nighter* this week. Agency, Mathisson & Assoc., Milwaukee.

AMERICAN FLYER TV ● A. C. Gilbert Co., New Haven (American Flyer toy trains), planning to use quarter-hour TV program in about 64 TV markets starting end of October to run through Christmas. Agency, Charles W. Hoyt Inc., N. Y.

COLD REMEDY RADIO ● Monticello Drug Co. (666 cold preparation), Jacksonville, Fla., through Carles W. Hoyt Inc., N. Y., currently preparing radio spot campaign to be launched Oct. 1. Number of markets and intensity will be worked out soon as agency has budget figures completed.

COLGATE NEGOTIATES ● Colgate-Palmolive-Peet Co., Jersey City, negotiating with NBC for combination radio-TV deal for its *Mr. & Mrs. North* program, with Wednesday, 10 p.m. time under consideration.

BAYUK LIKES HUSING ● Bayuk Cigars Inc., Philadelphia (Phillies cigars), scheduled

(Continued on page 90)

FCC Refuses ABC Plea, Softens Issues

FCC on Friday refused to buy ABC's poverty plea, wind up Paramount case and issue final decision on ABC-UPT merger before Sept. 1 (see earlier story on page 31). However, it agreed to soften anti-trust issues.

In memorandum opinion and order, FCC declared that its general policy on anti-trust violations for all licensees seeking renewal henceforth would be not to take into account such matters that occurred more than three years from date of filing of application.

Specifically exempted from this time limitation are anti-trust violations concerning radio communications.

As for Paramount case, Commission ordered hearings resumed, but with no consideration to be given anti-trust matters occurring three years or more before Aug. 7, 1951—date when case was first set for hearing.

Conference between Hearing Examiner Leo Resnick and attorneys in case was scheduled for Aug. 5.

Respecting ABC position that it was essential to future of network that final decision be issued before Sept. 1, Commission declared that usual procedure of having Examiner issue initial decision would be more expeditious than if it tried to decide case itself. For example, FCC said, best man to determine credibility of some key witnesses, in question, is Examiner who has heard all testimony.

Commission's order also denied DuMont petition to sever its case from rest of parties. DuMont is party on question whether 29% ownership by Paramount Pictures constitutes control of DuMont by Paramount.

FCC also turned down earlier ABC-UPT petition asking that merger portions of case be severed from other issues.

Comr. Jones dissented from new anti-trust policy. Although he did not write dissent, understood he felt that no blanket time limitation should be set for consideration of anti-trust violations. He is said to feel that each case should be judged on its own merits.

Comrs. Frieda B. Hennock and George E. Sterling did not participate. Miss Hennock was out of town and Mr. Sterling was still vacationing.

Federal statute of limitations on beginning anti-trust suits against violators is three years—which is why Commission picked that term. It was pointed out that new policy applies only in license renewal cases; in comparative hearings no time limit is placed on such investigation.

for more AT DEADLINE turn page ➧

at deadline

SACRAMENTO PLEA FOR EARLY HEARING

PLEA for early commencement of comparative hearing on multiple TV bids pending for Channel 3 at Sacramento, Calif., was filed with FCC Friday by KCRA there. Competitive bids are those of KXOA and KROY, designated fortnight ago when Commission made initial post-thaw new station grants [B•T, July 14]. KCRA told FCC it is anxious to construct station and provide new TV service there, hence is "ready and willing to proceed with hearing."

Petition pointed out that Commission city priority list on processing indicates Sacramento is largest community in California and 11th largest in U.S. without TV service. Sacramento is number 11 on Group A-2 city priority list. FCC now has designated or notified total of 85 applications for comparative hearings (see story page 55).

KSTT ANSWERS WMT

TURN-ABOUT in VHF Channel 2 fight between WMT Cedar Rapids and KSTT Davenport, Iowa, came Friday as latter petitioned FCC to dismiss former's application as incomplete. KSTT further contended WMT charge that KSTT is not financially qualified to construct its proposed TV station has "no basis in fact" [B•T, July 28]. Charging error to WMT's allegations, KSTT told Commission that WMT's amended application failed to give estimates of first year operating cost and revenue and omitted statement showing yearly net income for past two years.

NEW TV APPLICATIONS BOOST REQUESTS TO 727

FCC received four UHF, two VHF applications for new TV stations Friday; one was amended application modifying earlier post-thaw request, rest were new. Total requests for new stations is now 727; of these, 440 are for VHF, 286 for UHF stations (also see TV APPLICATIONS, page 56). New applications were:

KCSJ Pueblo, Col., VHF Ch. 5. ERP 11.48 kw visual, 5.74 kw aural; antenna above average terrain 257 ft., above ground 355 ft. Estimated construction cost $149,927, first year operating cost $180,000, revenue $175,000.

KXLF and KBOW Butte, Mont., VHF Ch. 4. ERP 1.622 kw visual, 0.811 kw aural; antenna above average terrain −688 ft., above ground +120 ft. Estimated construction cost $104,800, first year operating cost $115,750, revenue $87,000.

WCTC New Brunswick, N. J., UHF Ch. 47, ERP 12.1 kw visual, 6.56 kw aural; antenna above average terrain 141 ft., above ground 231 ft. Estimated construction cost $125,714, first year operating cost $195,000, revenue $235,000.

WEOK Poughkeepsie, N. Y., UHF Ch. 21, ERP 107 kw visual, 60.4 kw aural; antenna above average terrain 226 ft., above ground 397 ft. Estimated construction cost $318,670, first year operating cost $216,155, revenue $205,712.

KGAF Gainesville, Tex., UHF Ch. 49, ERP 1.33 kw visual, 0.73 kw aural; antenna above average terrain 444 ft., above ground 393 ft. Estimated first year operating cost $50,000, revenue $80,000.

† WISC Madison, Wis., UHF Ch. 27, ERP 103.8 kw visual, 51.9 kw aural; antenna above average terrain 498 ft., above ground 500 ft. Estimated construction cost $250,230, first year operating cost $240,000, revenue $290,000. [Modification of amended application: for earlier application, see B•T, July 7.]

CHANGE BELMONT NAME

BOARD of Raytheon Mfg. Co., Waltham, Mass., has voted to change name of company's television manufacturing subsidiary, Belmont Radio Corp., Chicago, to Raytheon Television and Radio Corp.

In this Issue—

NBC-TV acquires television rights to 11 of the 12 football games that the National Collegiate Athletic Assn. will permit on the air this season. The network is offering the package to sponsors for $2,633,050. A B•T exclusive. *Page 23.*

WILL CBS Radio cut rates? Answer may come at showdown meeting of all CBS Radio affiliates Aug. 12, and there's speculation that enlarged discounts, not reduced rates, may be compromise. *Page 23.*

COSMETIC firms are prettifying the radio and television balance sheets. Six of them are buying broadcasting. *Page 25.*

RADIO outpulls newspapers in Advertising Research Bureau Inc. test at Syracuse. *Page 27.*

THINK that radio's not a basic advertising medium for department stores? Read how M. E. Blatt Co., an Atlantic City department store doing better than $5 million a year business, turned from newspapers to radio and intends to stay that way. *Page 29.*

HOW importantly the Presidential candidates figure radio and television in their campaigns can be seen by the unusual number of radio-TV personalities associated with them. Here's the *Who's Who* of broadcasting authorities in the rival political camps. *Page 25.*

REUNIFICATION of NBC reaches the operating level. *Page 26.*

FCC approves three-way ownership switch in Minneapolis, sale of WTCN, merger of WTCN-TV and WCCO. Sale of KOTV (TV) Tulsa also okayed. *Page 30.*

NBC television affiliates push new formula for station compensation for network commercials. Plan will be presented to top network executives Aug. 27. *Page 55.*

MOST movie producers and distributors are keeping silent on the government's anti-trust suit to force release of 16mm film to TV. Maybe the reason is that, as said by some authorities, the producers actually welcome the suit to get them off the hook with stockholders and exhibitors. *Page 59.*

FCC grants two UHF stations in Fort Lauderdale, Fla., one VHF in El Paso. *Page 55.*

Upcoming

Aug. 4-7: Mid-South Audio Show, Peabody Hotel, Memphis, Tenn.

Aug. 6: Special RTMA committee meets on educational TV, RCA, Hqtrs., New York.

Aug. 12: NARTB's convention committee meets, NARTB Hqtrs., Washington.

Aug. 12: CBS affiliates meeting, Chicago.

(Other Upcomings, page 36)

Closed Circuit

(Continued from page 5)

Div. of Broadcast Bureau. No dates set yet for hearings, pending appointment of new personnel.

FCC has no present plans to expedite four-year old multiple-ownership rules change proposal. Pending in proceeding is NBC petition to make TV station limit of five applicable only to VHF, permit additional UHF holdings (see story page 56).

DESPITE substantial broadcaster support for NARTB's proposal to ease operator requirements and permit remote operation of smaller stations (see story page 31), union groups intensifying crusading tactics to kill project. Besides Cincinnati local of IBEW which has been circularizing area with job-cut propaganda urging protests to FCC, Philadelphia area "ad hoc" committee has been set up by IBEW, IATSE, NABET and ACA to marshall local engineers into protest.

ADDITIONAL new station TV grants at El Paso, Tex., possible this week as three bids pend unopposed for open channels: KEPO seeking Channel 13; KTSM, Channel 9, and Claude H. Craig, Los Angeles auto dealer, doing business as Franklin Broadcasting Co., Channel 20. Grants might have been concurrent last week with issuance of permit to KROD on Channel 4, but processing not completed due to double channel change amendments of Franklin (see story page 55).

MEASURE of seriousness with which TV applicants take possible hitch in delivery of station equipment—as well as their high hopes for grant—are number who have ordered and received equipment. Latest is KUTA Salt Lake City, which recently received 500 w transmitter from Gates Radio Co. About 50 applicants believed to have most of all of basic equipment on hand.

WOR-MUTUAL NEWS STAFF REALIGNED

REALIGNMENT of news personnel at WOR-Mutual to be announced shortly to include Milton Burgh, Mutual news director, and Arthur Feldman, Mutual special events director, to add similar duties for WOR New York.

David Driscoll, now WOR news director, is to direct news and special events for WOR-TV exclusively.

DTN SWITCH

TWO programs currently seen on WABD (TV) New York, key outlet of DuMont TV Network, will be switched to network—eastern affiliates only — effective today (Monday). Shows are *Broadway Matinee*, which will be seen on network Mon., Wed., Fri., 1:15-1:30 p.m., and *The Ethel Thorsen Show*, Tues. and Thurs., 1:15-1:30 p.m.

NEW 'TIME' SERIES

WJZ-TV New York has obtained new *March of Time* TV series for exclusive New York showing starting first week in October. Twenty-six week half-hour series will be scheduled.

for more AT DEADLINE see page 90 ➧

WBAL Offers a Mighty Advertising-Merchandising Plan!

"Operation Chain Action"

LIBRARY

Strike *twice* at your customer with WBAL'S unique OPERATION CHAIN-ACTION—at home with radio commercials, and at the point of sale. Food advertisers guaranteed powerful point of sale promotion in over 213 leading chain food stores coupled with the unequalled power of radio advertising for mass selling. Give your product's advertising that *needed, doubled-barrelled* impact with CHAIN-ACTION. Complete details on request.

YOUR PRODUCT
ADVERTISING
MERCHANDISING

50,000 WATTS

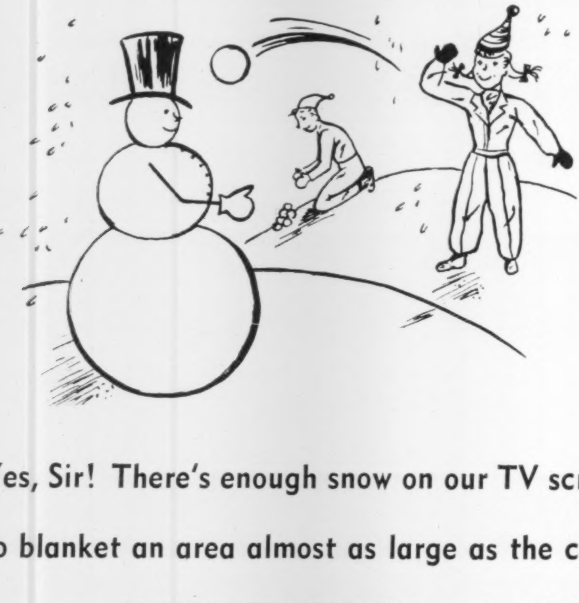
WBAL

NBC IN MARYLAND

NATIONALLY REPRESENTED BY

EDWARD PETRY & CO.

IT'S SNOWING IN COLUMBUS, GEORGIA!



Yes, Sir! There's enough snow on our TV screens to blanket an area almost as large as the coverage area of WRBL! The BIG difference is RECEPTION—satisfactory reception, that is. In Columbus, RADIO is more effective than ever before. WRBL and WRBL-FM completely blanket the Columbus Trading Area. Tops in Share-of-Audience . . . Morning, Afternoon, Evening. Number One in ratings . . . 115 out of 163 reported periods. 18.7% MORE COVERAGE than ANY OTHER Columbus advertising media. Nearing our 25th Anniversary, WRBL is FIRST . . . in POWER, in PROGRAMS, in PRESTIGE, in PROMOTION.

5 KW IN COLUMBUS, GA.
CBS
1st STATION IN
GA.
COLUMBUS
ALA.
WRBL
CALL HOLLINGBERY
AND WRBL-FM 46.2 KW

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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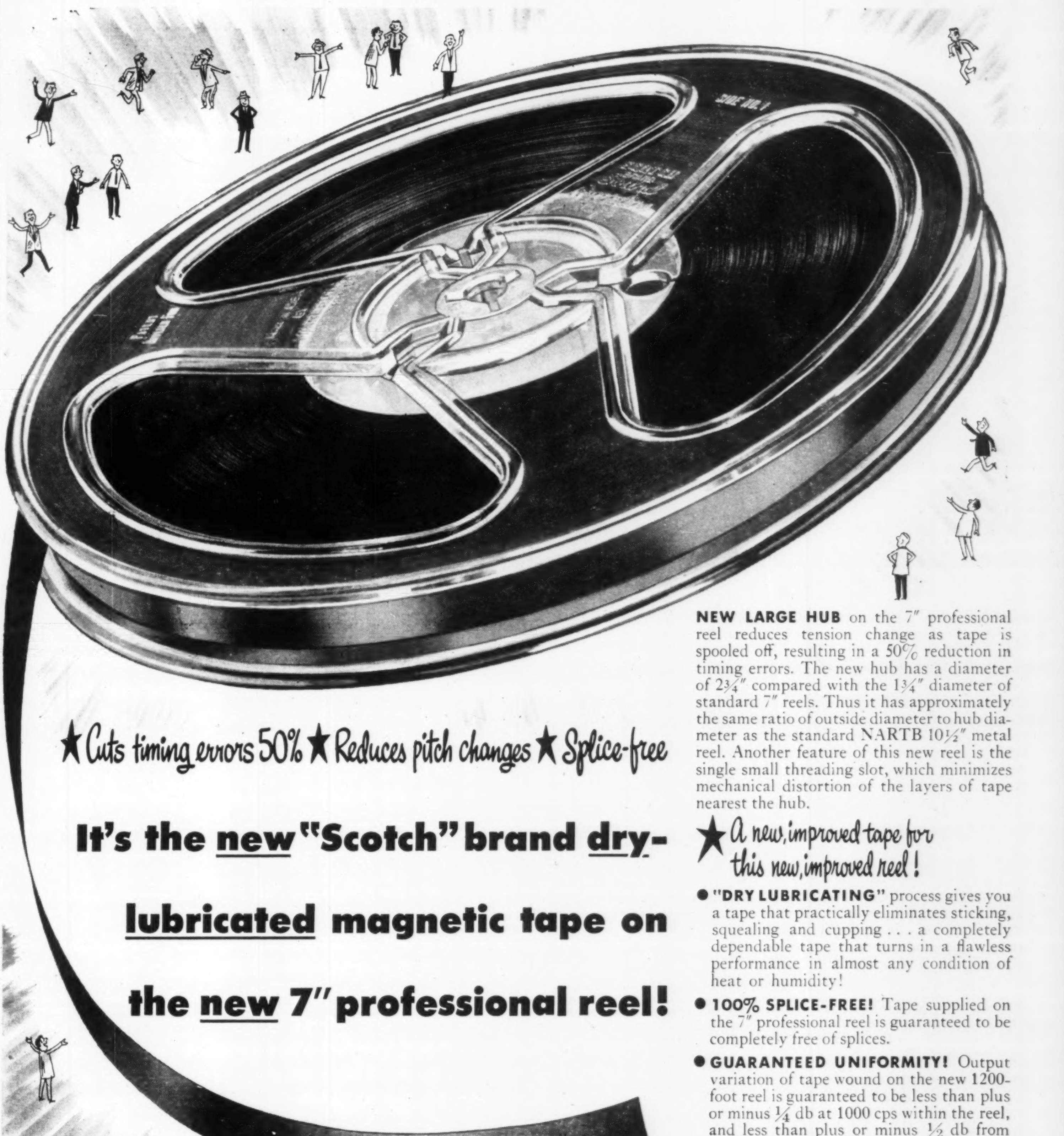


★ Cuts timing errors 50% ★ Reduces pitch changes ★ Splice-free

It's the new "Scotch" brand dry-lubricated magnetic tape on the new 7" professional reel!

NEW LARGE HUB on the 7" professional reel reduces tension change as tape is spooled off, resulting in a 50% reduction in timing errors. The new hub has a diameter of 2¾" compared with the 1¾" diameter of standard 7" reels. Thus it has approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel. Another feature of this new reel is the single small threading slot, which minimizes mechanical distortion of the layers of tape nearest the hub.

★ *A new, improved tape for this new, improved reel!*

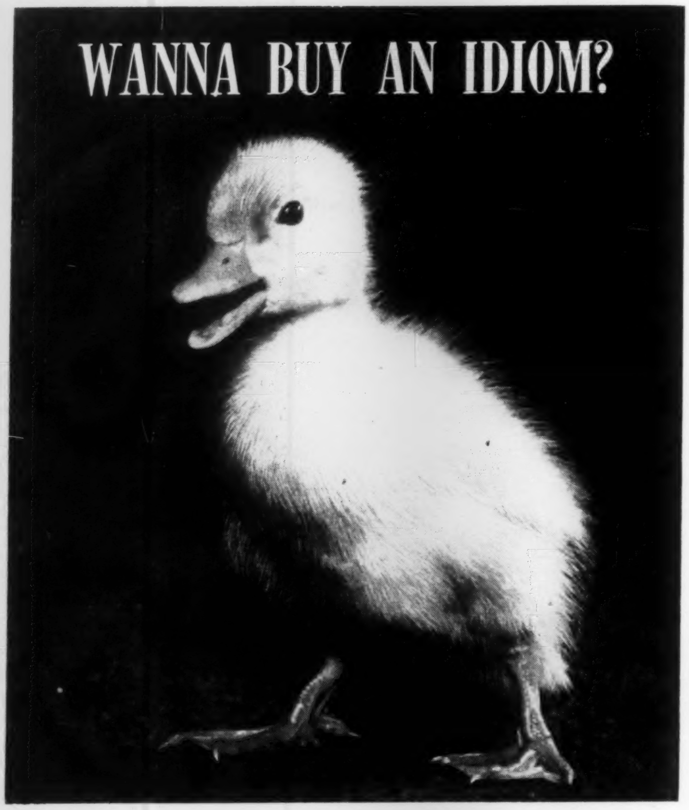
- **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in almost any condition of heat or humidity!
- **100% SPLICE-FREE!** Tape supplied on the 7" professional reel is guaranteed to be completely free of splices.
- **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.

REG. U.S. PAT. OFF.
SCOTCH
BRAND
Magnetic Tape

Professional
Scotch
Magnetic Tape

See your distributor for a supply of 7" professional reels and new dry lubricated tape!

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.



WANNA BUY AN IDIOM?

In your disagreements about the pronunciation of a strange name or place in the news you probably fortified your argument by quoting a radio commentator as your authority.

If it seemed the caption above should have read, "Wanna buy a duck?" you again display the profound effect radio has on American culture, for it was radio that circulated Joe Penner's famous line. Ben Bernie's "Yowsah, Yowsah" . . . Charlie McCarthy's "I'll mow ya down" . . . Pepsi-Cola and Chiquita Banana jingles are part of American idiomatic speech and radio gets the credit.

Radio will continue to be the most influential and persuasive mass communication medium in the world *as long as people are able to hear while they work, rest and play.*

In Oklahoma City the best cost-per-thousand buy is KOMA, 50kw CBS Radio servant of the southwest.

KOMA Avery-Knodel, INC.
AFFILIATED WITH KTUL, TULSA — RADIO STATION REPRESENTATIVES
50,000 WATTS • CBS RADIO
J. J. BERNARD Vice-President and General Manager

agency

NEAL NYLAND, vice president and account supervisor, Benton & Bowles, N. Y., to Campbell-Mithun, Chicago, as vice president-general manager.

FRED E. ADAMS elected executive vice president of G. M. Basford Co., N. Y.

EDWARD B. POPE appointed director of media, James Thomas Chirurg Co., Boston.

Mr. Pope

ALBERT A. SOMMER, vice president and manager, McCann-Erickson, Cleveland, appointed head of Chicago office.

RICHARD BEAN, director of media, Pedlar & Ryan, N. Y., to Dancer-Fitzgerald-Sample, same city, as director of all Procter & Gamble media.

HENRY BARLEY, account executive, McNeill & McCleery, Hollywood, to Ruthrauff & Ryan Inc., that city, in similar capacity. He succeeds **PEYTON CARROLL** who will head Los Angeles office of Hicks & Greist Inc., soon to be organized.

on all accounts

THE most fascinating engineering business I have come in contact with is the advertising business." That's the observation of John Hildreth Forshew III, manager of the Lakeland, Fla., office of the J. Walter Thompson Co.

Mr. Forshew was graduated from Lehigh U., Bethlehem, Pa., in 1931 with an industrial engineering degree.

But that is as close as he has come to the practice of engineering. Mr. Forshew has 15 years experience in marketing research, which has been his forte. He managed his own marketing research business in New York for eight years and headed the research department at Young & Rubicam for two years, holding a similar position at Industrial Surveys Co. (now Market Research Corp. of America) and moved to J. Walter Thompson as director of its consumer panel.

Mr. FORSHEW

When the J. Walter Thompson Co. took over the Florida citrus account in August 1950, Jack Forshew moved to Lakeland to manage the advertising agency's branch office. Termed "World's Citrus Center," Lakeland is the headquarters for the Florida Citrus Commission, state agency for citrus advertising. He works closely with the Commission's advertising manager, Ralph Henry, and the agency's important advertising committee.

Although the Citrus Commission account represents the expenditure of a quarter of a million dollars a year, the sum is pitifully low in relation to consumer dollars spent for citrus products each year. Consumers spend $650 million for the product; yet California, Arizona, Texas and Florida combined spend less than $10 million a year for citrus advertising.

Mr. Forshew impresses those who meet him and work with him as a man with a single purpose. He has one thought uppermost in his mind—Florida citrus must get the most mileage for every advertising dollar. A sought-after speaker before Florida industry groups and civic clubs alike, he tells a fascinating story of the state's citrus marketing picture and its advertising campaign's aims. Even statistics and a map stuck with pins become interesting. "Markets are people with money," he says.

Jack Forshew points out that research and marketing studies in-

(Continued on page 20)

XUM

beat

PETER A. CAVALLO Jr., assistant manager of radio-TV department, J. Walter Thompson Co., Chicago, appointed director of department, replaced by **ROBERT M. GUILBERT**, administrative assistant in TV. **C. ROSS LITTIG** assumes duties of latter position.

PETER PIENING, art director, N. W. Ayer & Son, N. Y., to Abbott Kimball Co., N. Y., as art and design consultant.

VIRGINIA CAIN, KGW Portland, to Don Dawson Co., that city, as office manager.

ROBERT A. BAUMGAERTENER, account executive and copywriter, Jewell Adv., Oakland, to Richard Jorgensen Adv., San Jose, as copy chief.

JAMES J. BOOTH, director of advertising and merchandising, Tea Bureau, N. Y., to Rhoades & Davis, S. F., as group head of French Sardine Co. (Star-Kist Tuna) account.

Mr. Booth

RICHARD H. JACOBS, account executive, Gardner Adv., St. Louis, named account manager in drug group, Ross Roy Inc., Chicago.

BOB ABBOTT, advertising manager and assistant sales manager of Littlefuse Inc., to Burton Browne Adv., Chicago, as coordinator of firm's creative departments.

BRUCE DODGE, Kenyon & Eckhardt, N. Y., to Weiss & Geller, that city, as radio-TV head.

JAMES E. CLARK Jr. and **THOMAS P. MAHONEY**, art director and production manager, respectively, Cecil & Presbrey Inc., N. Y., elected vice presidents.

GETCHEL SEAKER, production and assistant advertising manager for Sears, Roebuck & Co., L. A., to Glasser-Gailey Inc., that city, as production manager and art director.

JAMES K. HEFFERNAN, associate of Milne-Heffernan Inc., Seattle, to Leonard Shane Agency, L. A., as copy chief.

JOHN NEWMAN, J. Walter Thompson Co., to copy department of Hewitt, Ogilvy, Benson & Mather, N. Y.

FRANK McMAHON, assistant media director, Erwin, Wasey & Co., L. A., shifts to assistant account executive. **RALPH STARKWEATHER Jr.**, advertising department, Roland J. Gaupel Co., that city (medical whsle. firm), to agency as assistant in media.

A. FAUSTIN RAMSTHAL to Merchandising Advertisers Inc., Chicago. Mr. Ramsthal will be headquartered in West Bend, Wis.

HICKS & GRIEST ADV., N. Y., has announced opening of West Coast offices at 3460 Wilshire Blvd., L. A. **PAYTON CARROLL**, account executive, Ruthrauff & Ryan, Hollywood, to H&G as manager of the West Coast office.

MARVIN YOUNG, business manager and radio-TV director for Ruthrauff & Ryan Inc., Hollywood, will conduct two classes in TV writing at U. of Calif. Extension, that city, starting Sept. 22.

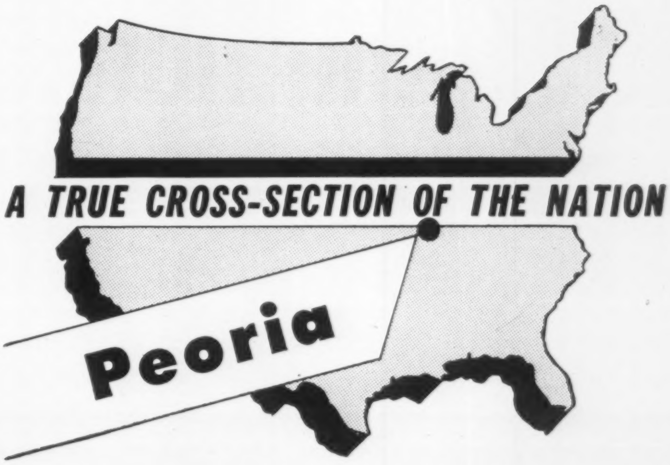
JEROME REESE Adv., Chicago, has moved to offices at 228 N. LaSalle St., Room 2246. Telephone CEntral 6-1546.

PEDLAR & RYAN, New York, has moved to Hotel Chatham, 48th St. & Vanderbilt Ave. Telephone Eldorado 5-5400. Agency will occupy these offices until it retires from business Oct. 1.

THOR L. HAUGE to Calkins & Holden, Carlock, McClinton & Smith, L. A., as art director.

HAROLD B. MERS to executive staff, AAAA, N. Y., as assistant to **RICHARD L. SCHEIDKER** in creative and relations activities.

Obviously OUTSTANDING...



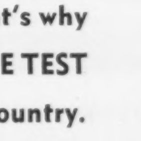
A TRUE CROSS-SECTION OF THE NATION

Rapidly-growing industry in Peoria attracts people from all parts of the U.S. The Peoriarea is a "melting pot" with closely integrated rural and urban features. That's why Peoria is the Midwest's NUMBER ONE TEST MARKET . . . one of the best in the country.

WMBD Dominates the Rich Peoriarea Market

One mass medium, WMBD, reaches and sells all the Peoriarea. WMBD's average 50%* share of audience guarantees the maximum number of listeners per dollar. To *SELL* the Heart of Illinois, *BUY* WMBD.

* C. E. Hooper Winter-Spring Report December '51-April '52



See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois

PEORIA
CBS Radio Network
5000 Watts

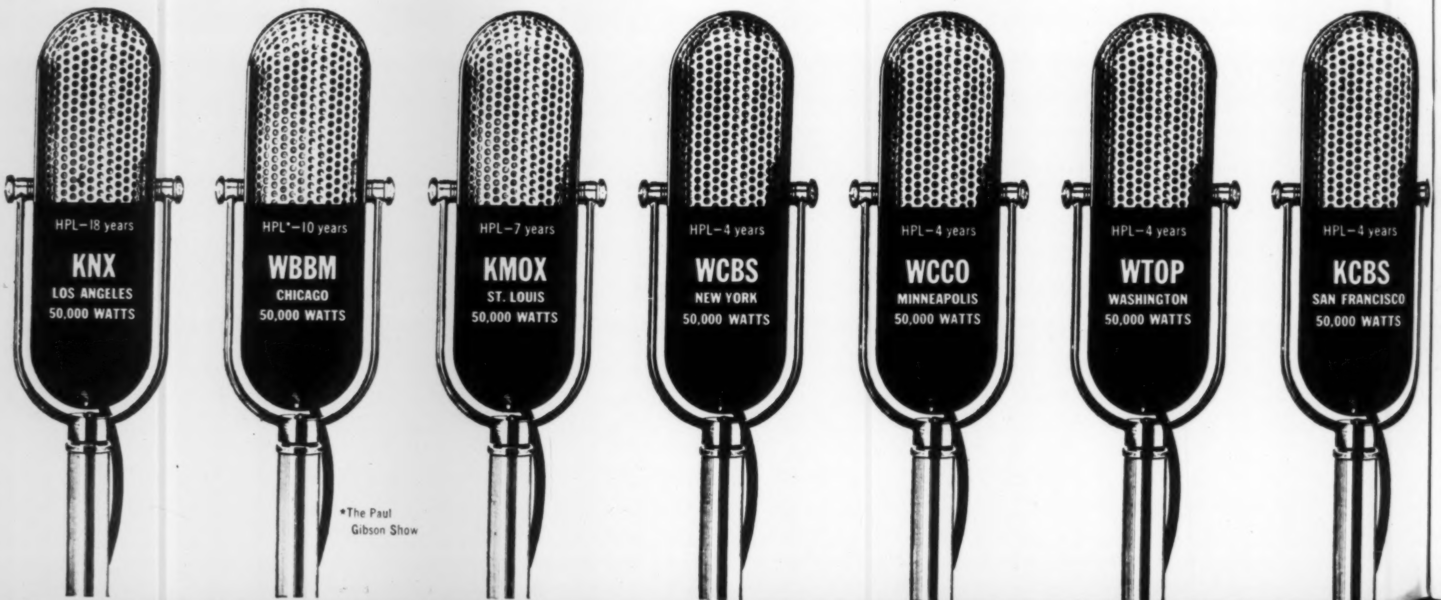
And now the HPL is in Salt

MARCH 1, 1934: The Housewives' Protective League goes on the air for the first time, on one station (KNX, Los Angeles).

AUGUST 11, 1952: After 18 years of steady growth, The Housewives' Protective League starts on CBS Radio's 50,000-watt affiliate in Salt Lake City—KSL—the 13th great station to carry "the most sales-effective participating program in all broadcasting."

A TREMENDOUS MARKET! Now, KSL—the only 50,000-watt station between Denver and the Pacific Coast—carries the daily HPL programs throughout the huge Intermountain America market, a sales territory where 250,570 radio families spend a neat $927,140,000 a year on all kinds of retail products.

A TERRIFIC COMBINATION! Now, with the addition of KSL, you can buy The Housewives' Protective League in 13 big markets,


HPL–18 years
KNX
LOS ANGELES
50,000 WATTS
HPL*–10 years
WBBM
CHICAGO
50,000 WATTS
HPL–7 years
KMOX
ST. LOUIS
50,000 WATTS
HPL–4 years
WCBS
NEW YORK
50,000 WATTS
HPL–4 years
WCCO
MINNEAPOLIS
50,000 WATTS
HPL–4 years
WTOP
WASHINGTON
50,000 WATTS
HPL–4 years
KCBS
SAN FRANCISCO
50,000 WATTS

*The Paul Gibson Show

UNIVERSITY OF [illegible]
LIBRARY

lt Lake City...on KSL!

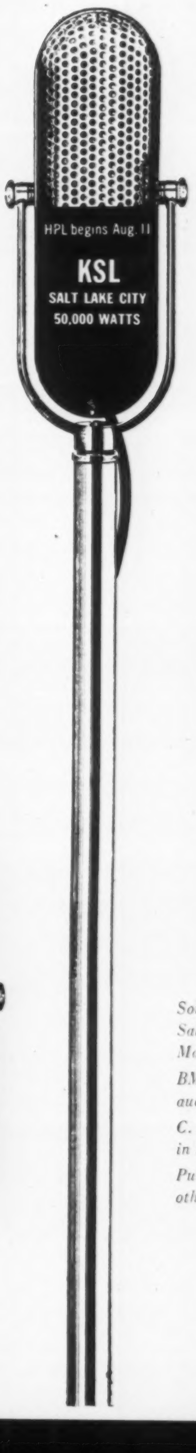
on the station with the biggest average audience in each market. Or you can buy any combination of these stations. All together, they cover 16,604,140 radio homes (39.4% of the nation's total), and $61,415,477,000 worth of retail sales (40.6% of the nation's total).

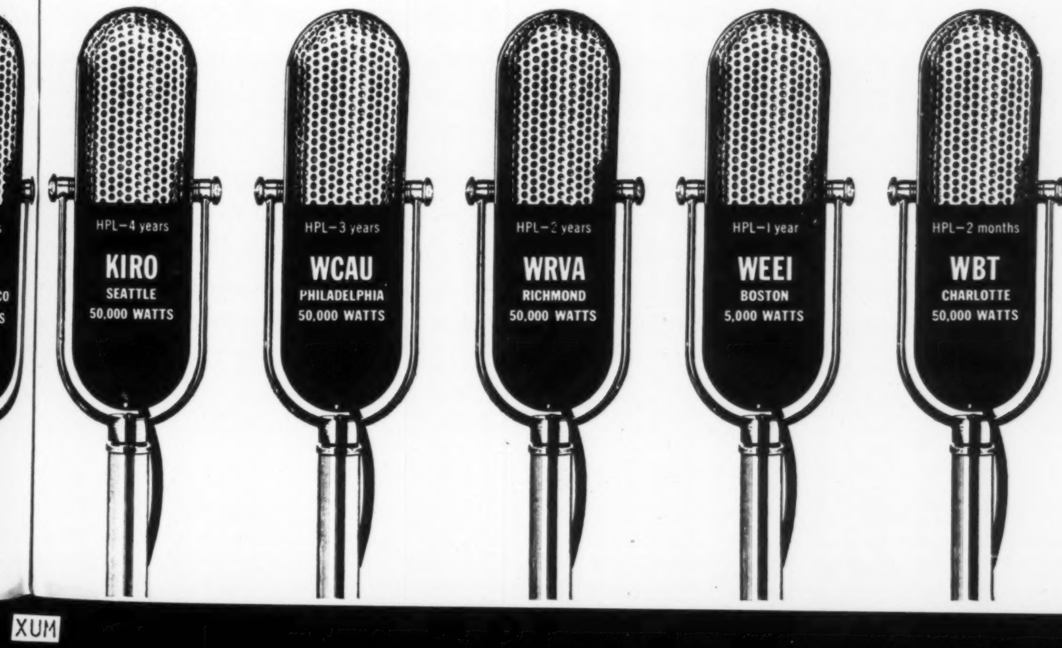
PROVED SELLING POWER! Take a tip from the 156 advertisers who have used the HPL in recent months. You'll find, as they have found, that "the program that sponsors the product" gets results everywhere it sells . . . every time.

For more information about the HPL, in any or all of these markets, call the stations, CBS Radio Spot Sales, or . . .

THE HOUSEWIVES' PROTECTIVE LEAGUE

485 Madison Ave., N.Y. (Plaza 5-2000)—Columbia Square, Los Angeles (Hollywood 9-1212)
The HPL is represented in all thirteen markets by CBS Radio Spot Sales


HPL begins Aug. 11
KSL
SALT LAKE CITY
50,000 WATTS


HPL–4 years
KIRO
SEATTLE
50,000 WATTS
HPL–3 years
WCAU
PHILADELPHIA
50,000 WATTS
HPL–2 years
WRVA
RICHMOND
50,000 WATTS
HPL–1 year
WEEI
BOSTON
5,000 WATTS
HPL–2 months
WBT
CHARLOTTE
50,000 WATTS

Sources:
Sales Management, May 1952;
BMB, 50-100% daytime audience area;
C. E. Hooper in Salt Lake City;
Pulse in all other markets

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, **plus** Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington **regularly** featuring live music.

Participation in this choice time period (12:15-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Sunbeam Bread, Frostee, Thyoquent and Hals Beer, amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theatres and supper clubs.

There's a lot of SELL in a $22.50 participation on "Here's Archer" . . . . contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 on FM
Represented by NBC Spot Sales

feature of the week

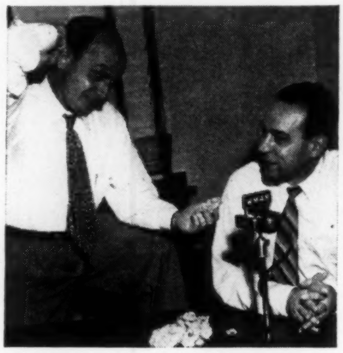
MEL KAMPE, promotion manager, WMAY Springfield, Ill., has a problem which weighs 12 tons.

In a carefree mood, Mr. Kampe attended a Springfield Manufacturers & Employers Assn.'s "Plae-Dae" picnic, blithely unaware of his impending woe.

To his utter dismay, Mr. Kampe won a prize of 12 tons of road rock, which had been contributed by a local stone quarry. Now what can a broadcaster do with 24,000 lbs. of road rock?

Mr. Kampe mulled possible solutions. He could always throw rocks at people. Perhaps he could donate it to some worthy prison so that convicts would be relieved of their problem of making little rocks out of big ones.

The WMAY executive's problem came to light in the *Illinois State Journal.* Associated Press picked it up. *Life* and *Time* wanted full details. WMAY originated a broadcast for the full Coast-to-Coast NBC network July 21 during the *World News Roundup.*

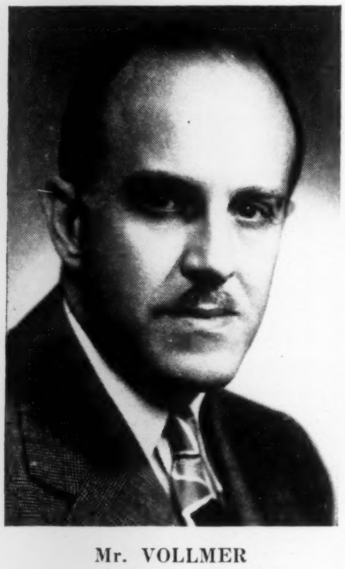


Mr. Kampe (l) as he was interviewed over an NBC national hookup by Syl Binkin, WMAY program director.

* * *

From here on in, Mr. Kampe will have an answer to the man who complains, "I feel like a ton of bricks has fallen on me."

strictly business



Mr. VOLLMER
. . . he's no newcomer

MENTION Falstaff Brewing Corp. history in advertising circles and reminiscences nostalgicly turn back to the days of "near beer" and "The Falstaff Tenor" on KWK St. Louis in 1927.

Mention Falstaff and you conjure images of Dizzy Dean, MBS' *Game of the Day* and Falstaff's extensive radio sports coverage since 1941. And where there's baseball, wrestling and other such programs, there's beer—and Karl K. Vollmer.

Mr. Vollmer, who is vice president and marketing director of that corporation, is really no newcomer to Falstaff, despite his mere three years there. He is a veteran of nearly 20 years in the brewing business. He directs Falstaff's vast advertising and sales organization, which uses all-out radio in the summer in a number of communities.

A native of Davenport, Iowa, Mr. Vollmer "came home" to Falstaff in 1949 after serving as vice president of the Columbia Brewing Co., also St. Louis, from 1934 to 1947. After a tenure with Blanton Co., refiner of vegetable oils and margarines, Mr. Vollmer joined Falstaff which, in the interim, had absorbed Columbia Brewing.

Thus, indeed, Mr. Vollmer "came home"—this time, as director of market research for Falstaff. In 1940 he was named advertising director. When sales and advertising functions were merged in 1951, he assumed responsibility for both operations. Election to a vice presidency also came last year.

Under Mr. Vollmer's direction, Falstaff fanned out its message to the largest baseball network

(Continued on page 40)

Sales FOR SALE!
in America's 6th City

CURRENT AVAILABILITIES

on WFBR's prize collection of home-grown shows. All are subject to prior sale . . . none will be available for long. Timebuyers: how do these fit your fall schedules?

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!
1 STRIP ACROSS THE BOARD

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!
7 SPOTS

NELSON BAKER SHOW

1st in its time period!
1 STRIP ACROSS THE BOARD

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!
6 SPOTS

SHOPPIN' FUN

Top locally produced show in its period!
4 SPOTS

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!
SOLD OUT

For quick action, write, wire or phone your John Blair man or any account executive of

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

deft
in
the
afternoon

COLOSSUS OF THE CAROLINAS

Handsome, affable Jim Patterson, MC of WBT's afternoon-antic show, "By Jimminy", is deft with discs and cunning with commercials. Sponsor messages, introduced by any prologue from a storm at sea to a 10-second playlet (all Patterson voices), rate high attention—and an audience larger than the next *two* most popular Charlotte 4:30 P. M. programs. For serene selling to 3,000,000 Carolinians, investigate "By Jimminy"!

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

open mike

Fumble

EDITOR:

. . . An item . . . in your "CLOSED CIRCUIT" column . . . in the July 7 issue . . . stated that Chevrolet was planning on a "large scale spot radio" campaign and that Chevrolet had "lost first place," etc. Just for the records, we would like to state that neither point is correct.

First, we would like to say that Chevrolet has used large scale spot radio over the years and quite likely will do so again in future advertising programs. However, at the present writing, there isn't any such activity planned—particularly in view of the present market. Even before the serious steel strike consequences, Chevrolet cars and trucks were in heavy demand by dealers, reflecting continued high level preference for Chevrolet products by the country's car buyers.

Secondly, Chevrolet sales leadership, as official R. L. Polk registration figures will confirm, is substantially ahead of its nearest competitor—a position which Chevrolet cars and trucks have enjoyed every single year since post-war automotive production was resumed (as well as the pre-war years—passenger cars, 1936 through 1941 and trucks, 1938 through 1941) . . .

Colin Campbell
Vice President
Campbell-Ewald Co.
Detroit

[EDITOR'S NOTE: The information on which the "Closed Circuit" was based came from a source which hitherto has been reliable. B•T regrets that in this instance he and it were wrong.]

Mismanagement

EDITOR:

Your editorial, "Cause and Effect," BROADCASTING • TELECASTING July 28, is the first clear-headed analysis of the radio industry's aches and pains that I have heard.

Virtually every problem radio has today, rate deals, operator shortages, declining monthly gross, and all the rest of the so-called television-caused ills, are traceable not to the new medium solely, but to management of the old.

Successful management is more than local civic functions, conventions, frequent hunting and fishing trips and letters of woe and grief to BROADCASTING • TELECASTING.

James P. Rodgers
Chief Engineer
WTUS Tuskegee, Ala.

* * *

Stop the Presses

EDITOR:

I've had a gripe on my chest for several years and it's about time I got it off.

There is no doubt that newspapers are radio's prime competition. Therefore, why does radio, especially the networks, insist on airing programs that laud and extoll newspapers? I am referring to those programs where Homer Beaglepuss, star reporter, leaps into the fray and saves the city hall from burning down with a few squirts from his trusty fountain pen—or when Lancelot Printerzink, hairless editor of the Daily Blatt, marches into the gangster's den, announces that "he is a newspaper man", and calmly keeps score as all the "bad men" drop dead.

Let's sell radio!

William R. Tedrick
Vice Pres. & Gen. Mgr.
WOKZ Alton, Ill.

* * *

Hooray from Houma

EDITOR:

We wish to congratulate NBC on their *Bob and Ray Show*, the answer to the P.I. problem. We think this is the first constructive step ever taken by a national network to combat this thorn in the broadcasters' side.

We hope that this program will elevate and educate the consuming public.

The Staff
KCIL Houma, La.

[EDITOR'S NOTE: In case anyone isn't familiar with the spoofing "mail order" items offered by NBC's zany pair, the handy burglar kit is a fairly typical example.]

* * *

Starry Eyed

EDITOR:

May I add my voice to that of the many other broadcasters of the United States who are deeply grateful for your splendid sale of radio's tremendous impact and the maintenance of our rates. I especially appreciated your editorials concerning the CBS affiliates meeting. One of the broadcasters on this committee was a boy I started with in radio 20 years ago. Our salary was something like $18.00 a week. At that time, we were starry eyed with the future of this great medium. Frankly, we still are. He is the manager of a 50 kw station, and I am a station owner, but we believe radio will never lose its place as the greatest medium of mass communications.

John Cohan
Owner
KSBW Salinas, Calif.

WHOO
take a tip from the wise old owl
MORE MERCHANDISING ASSISTANCE
Buy
WHOO
ORLANDO, FLA.
10,000 WATTS
RADIO
NEWSPAPER
T.V.
Edward LAMB ENTERPRISES

Edward Lamb Enterprises, Inc., Hotel Barclay, 111 E. 48th St., N. Y. C.

WICU-TV—Erie, Pa., Headley-Reed WTVN-TV—Columbus, O., Headley-Reed WTOD—Toledo, O., Headley-Reed
WIKK—Erie, Pa., H-R Co. WHOO—Orlando, Fla., Pearson Erie Dispatch—Erie, Pa., R-F

The top 10 daytime programs* in the Pittsburgh area are all aired on KDKA.

Of the first four of these programs, three are local shows produced by KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

*869,000 homes** in the Pittsburgh area tune to* ***KDKA*** *in the course of an average week.*

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

Homes in the Pittsburgh area spend **five million hours*** weekly listening to KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

869,000 homes* in the Pittsburgh area spend an average of over six hours per week tuned to KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

Q What was Thomas Jefferson's attitude on beer and brewing?

A He brought brewers to this country because he wanted beer to become popular here.

Like many of our Founding Fathers, Thomas Jefferson, author of the Declaration of Independence, regarded beer as a beverage of moderation. Speaking of beer, Jefferson once wrote, "I wish to see this beverage become common." Toward this end, he brought brewers from Bohemia to teach Americans the art of brewing.

Jefferson's wish was fulfilled—for this beverage of moderation is now served in about two out of every three homes in America.

More about the economic, social and historical role of beer is presented in the book, "Beer and Brewing in America." For a free copy write to the United States Brewers Foundation, 21 East 40th Street, New York 16, N. Y.

United States Brewers Foundation
Chartered 1862

One of America's oldest continuous non-profit trade associations, representing over 85% of the country's malt-beverage production.

new business

Spot • • •

MAINE SARDINE INDUSTRY, Augusta, Me., using one-minute spots three times weekly each morning in more than 50 radio markets in South starting early Aug. for ten months. Agency: Brooke, Smith, French & Dorrance, N. Y.

BALTIMORE TABERNACLE, Phila., adding number of stations for annual early fall campaign in about 100 radio markets. Agency: Walter F. Bennett, Phila.

BOHEMIAN DISTRIBUTING Co., L. A. (Bulldog beer), has started 18-week spot announcement campaign on KFSD KCBQ KGB KSON KSDO KFMB San Diego, KAFY KERN KERO KPMC Bakersfield, KDB KIST KTMS Santa Barbara, KVEN KVVC Ventura, KXO El Centro, KROP Brawley and XEMO Tiajuana, Mex. Agency: Foote, Cone & Belding Inc., L. A.

JOHNSON & JOHNSON, New Brunswick, N. J. (toiletries), placing daytime minute breaks starting today (Monday) for six weeks. Agency: Young & Rubicam, N. Y.

WESTINGHOUSE Corp., L. A., starts concentrated spot announcement campaign on KECA KFAC that city, KLAC KNX KMPC KFWB Hollywood and KBIG Avalon, for four weeks from today (Monday). Agency: Irwin Co. Inc., Beverly Hills.

Network • • •

P. LORILLARD Co., N. Y. (Embassy cigarettes), will sponsor *The Web* Sun., 10-10:30 p.m., effective Sept. 28, on CBS-TV. Agency: Geyer, Newell & Ganger, N. Y.

PRUDENTIAL LIFE INSURANCE CO., N. Y., will sponsor 10-10:30 p.m. period of *Your Show of Shows* Sat. on NBC-TV, effective Sept. 6. Agency: Caulkins & Holden, Carlock, McClinton & Smith, N. Y.

Agency Appointments • • •

BONOIL PACKING Co., Brooklyn, N. Y. (package food distributor), appoints Dowd, Redfield & Johnstone Inc., N. Y., and parent company, John C. Dowd Inc., Boston. Test radio spot campaign in selected New England markets is being considered.

BOYS' APPAREL GUILD OF CALIF., L. A., and **RENAAR OF CALIF.**, that city (ties for sport shirts), appoint Abbott Kimball Co., that city.

BROOKLYN PAINT & VARNISH Mfg. Co., N. Y., names Anderson & Cairns, same city. Television campaign introducing firm's new Dreem interior paints planned in New York metropolitan area.

E. JORDAN BROOKES Co., L. A. (distributors non-ferrous metals), appoints Irwin Co. Inc., Beverly Hills.

AUTOMATIC PENCIL SHARPENER Co., Beverly Hills, appoints Julian R. Besel & Assoc., L. A.

SAFETY ZIPPER Corp. N. Y. (zipper slider), names Gibraltar Adv., N. Y.

Adpeople • • •

RALPH E. WHITING named general advertising manager of Armour & Co., Chicago, succeeding the late **DONALD B. HAUSE. KENNETH B. SKILLEN** replaces Mr. Whiting as advertising manager of Auxiliaries Div.

MURIEL SINCLAIR, advertising department, Lipman, Wolfe & Co., Portland, to White Stag Mfg. Co., that city (clothing), as advertising-promotion manager. She succeeds **BETTY LANCASTER**, who joins Agency Lithograph Co., that city, in similar capacity.

JACK AXELROD, assistant director of sales for Koret of Calif., S. F. (women's wear), to Rose Marie Reid Co., L. A. (swim suits), as assistant to vice president in charge of sales-advertising.

CHARLES CABANA, advertising manager, Pryne & Co., Pomono, Calif. (electric exhaust ventilators, lighting fixtures, wall heaters), adds duties of assistant sales manager.

HOUSTON'S FIRST PULSE REPORT

(APRIL - MAY 1952)

CONFIRMS HOOPERATINGS!

	Daytime ¼ Hours 8:00 A.M. to 6:00 P.M.	Nighttime ½ Hours Monday through Sunday
KPRC	**26**	**40**
Network Station B	**10**	**22**
Network Station C	**4**	**4**
Network Station D	**0**	**18**

KPRC HOUSTON

There's NO CONTEST between the rating services in Houston! Hooperatings through many years have been positively confirmed by Houston's First PULSE REPORT (April-May 1952) showing that now, as it has been for 27 years, KPRC is FIRST!

NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager • Nationally Represented by **EDWARD PETRY & CO.**

IDEALLY SUITED TO REGIONAL BROADCASTING

...the Continental Type 315 5000 Watt AM TRANSMITTER

Present day regional stations utilizing directional antenna systems find this modern transmitter ideally suited to their requirements. No features that would improve performance, reliability, and ease of installation have been omitted. Important refinements, such as extra equipment for matching transmitter output to highly selective load circuits, are included. Complete details furnished on request.

Distributed by Graybar Electric Company IN OVER 100 PRINCIPAL CITIES

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd.
Dallas 10, Texas

On All Accounts

(Continued from page 10)

dicate the consumer is already "sold" on the account's product; the citrus advertising goal therefore is clear-cut: Increase consumption. Ninety-eight percent of U. S. families buy citrus one or more times a year, he notes. Per capita consumption of the entire U. S. citrus production stands at 1.52 ounces per day; therefore, he says that by raising the figure to just two ounces a day, citrus production would have to be increased 65 million boxes a year, or a total of twice the size of Florida's '50-'51 orange crop.

No Single Medium

The company refuses to limit itself to use of a single advertising medium. No one segment is happy about this, but none can deny that the advertising agency knows why it chooses each type for the particular job to be done. Jack Forshew admits they try to make the buys that will stretch the grower's dollar the furthest, that is, using all the media they can possibly afford.

As for radio and TV, he says both have shown excellent results in citrus advertising. In TV, participation shows usually are used because of their proportionately low cost and attentive audience. In radio, spot announcements are used at the most strategic times to reach the largest possible audience.

Mr. Forshew was born in Scranton, Pa., where he received his early education. After graduation from Lehigh he did a five-year stint with IBM. During World War II, he worked with the U. S. Air Force in Washington, D. C., setting up that service's statistical control program.

Has 'Real Hobby'

Although he has little leisure time for pursuits other than his job, Mr. Forshew finds the time to engage in more than one phase of his "real hobby — children's activities." He works with the Lakeland Model Airplane Flying Club. He's active in the Lakeland Optimist Club's projects—the new children's pram sailing fleet, Little League (baseball), and the Pop Warner Foundation midget football program. He was instrumental in bringing the latter's championship games to Lakeland last Christmas and having the Santa Claus Bowl Games carried on a nationwide radio and TV hookup. He's a member of the advertising committee of the Lakeland Chamber of Commerce and attends the Presbyterian Church.

He and the former Sherlie Jacobus were married in New York in 1935. They have two children: Diana, 14, and Frank, 11. The youngsters' current projects, said to involve an occasional assist from dad, are caring for a horse and a calf.

TWO executives of WHAS Louisville proudly preside over cake-cutting ceremonies that high-pointed the station's 30th anniversary [B • T, July 28]. Cutting cake is Program Director Sam Gifford (l) while Sales Director Neil Cline stands by.

milestones . . .

► CKCK Regina, Sask., marked up 30 years on the air July 27 and is one of the first Canadian outlets to reach the age. Station, started by the *Regina Leader-Post* as a 500 w outlet, now operates with 5 kw and is still under the same ownership.

* * *

►KFJI Klamath Falls, Ore., on July 19 began its 30th year of service. KFJI was orginally licensed in 1923 as a 100 w station in Astoria, Ore. It moved to Klamath Falls in 1931. On April 29, 1950, the station increased its power to 5 kw daytime, 1 kw nighttime. Executives include W. D. Miller, president, and Dick Maguire, station manager.

* * *

► WSNY Schenectady, N. Y., observed its 10th birthday July 15 and acknowledged five national awards. The station also received congratulatory messages from industry and government leaders. For its anniversary the station prepared a folder featuring stars and programs heard on WSNY.

* * *

► OCT. 6 will bring a double anniversary for the *Railroad Hour*, sponsored by the Assn. of American Railroads Monday on NBC radio. The program will open its fifth year on that date and it will be the beginnning of the fifth year for most of the *Railroad Hour* family.

* * *

► WHLI-AM-FM Hempstead, L. I., celebrated its fifth anniversary July 22, when station spokesmen claimed a greater daytime listening audience for WHLI than any other Long Island outlet, with doubling of ratings since 1948. Paul Godofsky is WHLI president and general manager.

* * *

► WSPD-TV Toledo observed its fourth anniversary July 21.

UNIVERSITY
OF TULSA
AUG 5 1952
LIBRARY

know-how makes for can-do in milwaukee!

Look what's happened so far. In just a few months, WCAN (formerly WMAW) has made the people in the nation's 13th market really sit up and listen*. They've been able to do it because WCAN is now owned and operated by men who have spent their lives in radio. They know what makes for top-flight programming . . . they know what builds audiences. Before buying time in this thriving market . . . find out what WCAN can do to sell your product faster and at less cost.

Alex Rosenman
general manager

ABC affiliated

1250 on the dial

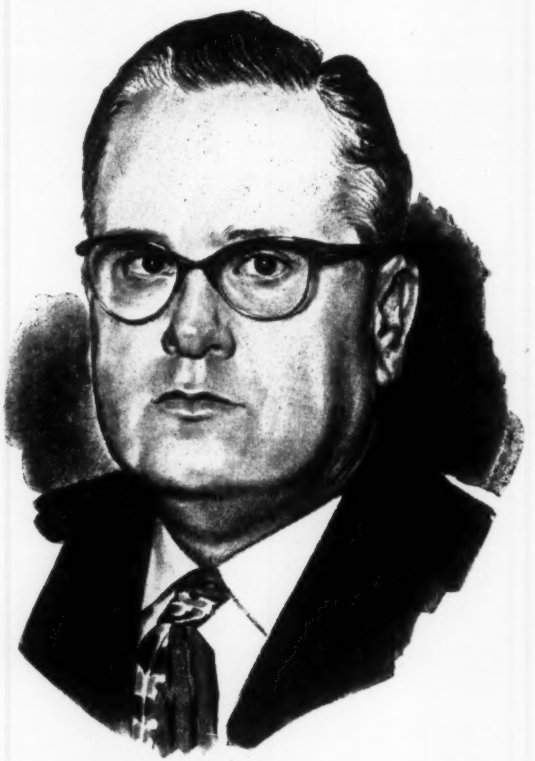
WCAN

milwaukee's can-do station

*and we have the facts and figures to prove it.

represented nationally by O. L. TAYLOR

"We prescribe KWKH"



Says T. A. WILLIAMS

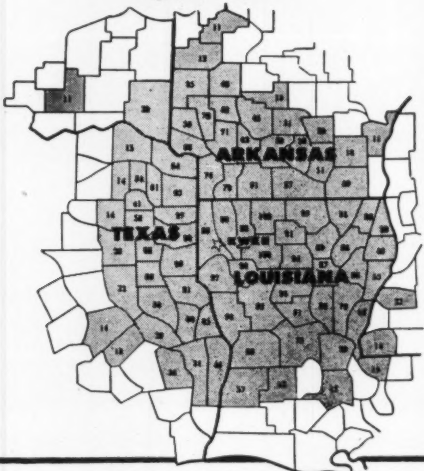
Owner, Williams Physicians and Surgeons Supply Co.
and Williams Physicians and Surgeons Pharmacies

To meet competition from the modern, mass-merchandising drug store, a professional pharmacy needs more than "a good reputation". Read what Mr. T. A. Williams recently wrote us about KWKH's big contribution to the success of his pharmacy operation.

"I personally want to thank KWKH for the large part they are playing in increasing our sales volume. Operating a strictly professional type of pharmacy in competition with many cut-price drug stores, we had a big job on our hands. We gave that job to KWKH knowing it to be most popular as well as the most powerful radio station in this area.

"Our advertising over KWKH has gone far in acquainting the general public with the advantages of having their prescriptions filled and obtaining their sickroom supplies at a professional store. It has very successfully increased our local retail volume as well as our mail order prescription business."

(Signed) *T. A. Williams, F. A. C. A.*



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

SHREVEPORT **Texas LOUISIANA Arkansas**

50,000 Watts · CBS Radio ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

Vol. 43, No. 5 AUGUST 4, 1952

NBC-TV GETS FOOTBALL

Is NCAA's 'Chosen Instrument'

(COPYRIGHT 1952 BY BROADCASTING PUB. INC.)

NBC has obtained exclusive television rights to 11 major football games which the National Collegiate Athletic Assn. will permit to be telecast and is offering them for either single or multiple sponsorship at a total price of $2,633,050, BROADCASTING • TELECASTING learned last week.

The schedule will run successive Saturdays, Sept. 20—Nov. 22, plus Nov. 27, Thanksgiving.

The network, it was learned, has already approached a number of prospective sponsors. Of the total price being asked, $1,135,750 is for time charges on the 63-station network which will carry the telecasts and $1,497,300 for rights, pickup and cable charges, and for agency commissions.

Negotiations between NBC-TV and the individual colleges represented on the schedule have been in progress for several weeks, it was learned. Although reportedly no final and firm agreements as to prices have been reached, it was understood that the network expected to pay out about $700,000 in rights to the various schools.

The schedule of games:

Sept. 20: Kansas vs. Texas Christian.

Sept. 27: Tennessee vs. Mississippi State or Ohio State vs. Indiana—whichever the sponsor chooses.

Oct. 4: Stanford vs. Michigan.

Oct. 11: U.C.L.A. vs. Rice.

Oct. 18: Ohio State vs. Washington State or Yale vs. Cornell—sponsor's choice.

Oct. 25: U.S.C. vs. California.

Nov. 1: Purdue vs. Michigan State or Boston U. vs. U. of Maryland—sponsor's choice.

Nov. 8: Notre Dame vs. Oklahoma.

Nov. 15: Georgia Tech vs. Alabama or Yale vs. Princeton—sponsor's choice.

Nov. 22: Illinois vs. Northwestern.

Nov. 27: Pennsylvania vs. Cornell.

Only one other major college game will be seen on TV this season, under the NCAA restrictions. That is the Army-Navy game to which Gillette Safety Razor Co. owns the television rights. As yet Gillette has not announced what facilities it will use.

Unlike the more rigidly restricted college television schedule of last year, no television markets will be blacked out of any of this year's telecasts. Last year the NCAA required that television stations in the vicinity of the games be denied the telecasts.

Under the 1952 plan which was announced two months ago [B•T, June 9], the NCAA itself reserved the right to choose the entity, either a network, sponsor or group of sponsors, to which it would accord the cherished privilege and considerable expense of carrying the selected schedule. It was emphasized that this choice would not necessarily be made upon the highest bid.

The association also said it would insist that any sponsor of the games must be an "organization of high standards." Whether this meant that NBC-TV, having become the NCAA's chosen instrument, would also have to obtain NCAA clearance of whatever sponsors it lined up could not be learned.

The NCAA will make an assessment on TV receipts obtained by the participating colleges, in order to finance the activities of its television committee. Last year 18 cents of every dollar was withheld for this purpose, but it was not believed the amount of the assessment would be that high this year.

So far as is known, the NCAA does not intend this year to embark on any survey program as costly as the $50,000 study conducted last year for it by the National Opinion Research Center on the effects of television on the football gate.

The NORC study of the 1951 season [B•T, May 12] concluded, in seeming contradiction, that though colleges whose football games had no football TV competition fared worse in 1951 attendance than those that did have TV competition, football telecasts "exercise a harmful effect on college football attendance."

Following the submission of the NORC study, the NCAA's television committee, headed by Robert A. Hall, of Yale, came out with its 1952 control plan.

CBS RATE SHOWDOWN

Meet Set Aug. 12

THE SHOW-DOWN stage of CBS Radio-Affiliate negotiations on rate structure will be reached Aug. 12 at a mass meeting of 200 affiliates of that network—including bonus outlets—called for Chicago by the CBS Radio Affiliates Committee.

The meeting will hear a report from George Storer, president of Storer Broadcasting Co. and chairman of the committee, on the conversations with CBS officials at four lengthy meetings during the past month, which concluded with a 13-hour session last Tuesday in Chicago.

The committee will give to the full group its conclusions and recommendations. While details were lacking, the scope and importance of the session were set forth in this telegram sent to all affiliates:

> **You are requested to attend a meeting in Chicago at the Conrad Hilton Hotel at 10:00 a.m., Aug. 12 to hear a report from your committee appointed by CBS Affiliates on July 2 respecting this negotiation with CBS Radio during the past four weeks and to take appropriate action. We cannot urge too strongly your attendance because the course of action which you determine after hearing our report and recommendation will influence greatly your future radio operations. Please wire acceptance and request for room reservation to Storer Broadcasting Co., Room 704, 230 North Michigan Ave., Chicago.**
>
> **CBS RADIO AFFILIATES COMM.**
> **George Storer, Chairman**

While there was unified silence on the part of both the committee and network, it was evident that the committee was not of one view and that some middle-ground recommendation would be made to the affiliates. The network's position heretofore has been that a steep cut in nighttime rates is essential to stabilize the business, while the majority of the affiliates had contended that this could only lead to less, rather than more, advertising revenue.

The inference was drawn that concessions were tentatively agreed upon on both sides, but that the determination was up to the affiliates themselves.

Discount Structure

Presumably, the recommendation will be for a more liberal discount structure, rather than decreased rates. There also will be a proposal for increased daytime rates, it's understood. Of the nine members of the CBS Affiliates Committee present, it was indicated that seven favored such an approach, while two abstained from voting.

Mr. Storer declined to reveal any details of the prolonged discussions or to report on the topics that were covered. He said only that his group had been empowered by the entire body of affiliates to conduct exploratory discussions with the top management of CBS and to return with a report of what had transpired and the committee's recommendations for the future.

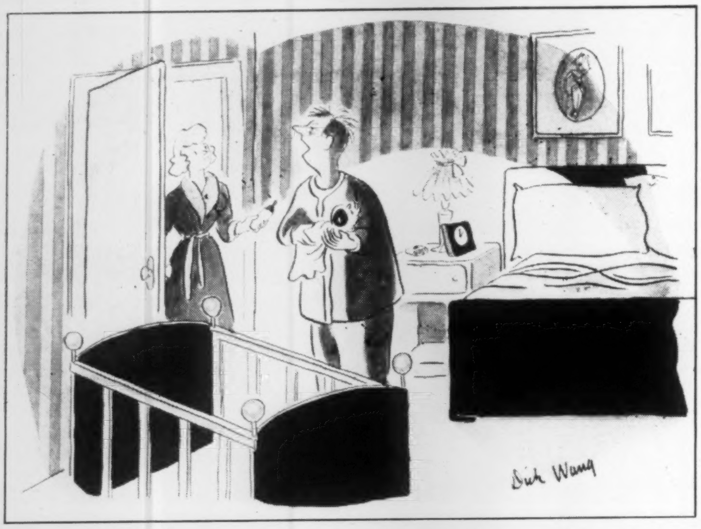
Some top industry figures are inclined to believe that the discussions went far beyond the question of network rates and into the primary considerations of the place and the value of CBS—or any other nationwide radio network—in the present day broadcasting and advertising picture.

Admitting that their reasoning is purely speculative, at least so far as it may relate to actual discussions between CBS executives and the affiliates committee, these observers point out that times have changed since the days of 1926 when network radio first came into being on a permanent basis. The creation of networks then was vital to the continued existence of broadcasting.

"We didn't get very far," was the comment of one committee member. Nothing was resolved, he said, "and about all we can do now is to make the best deal we can."

A palliative measure presumably suggested by another member of the affiliates committee was that CBS cancel talent fees on unsold portions of its network co-op shows. For example, for network co-ops which are one-third sold, he is understood to have proposed that CBS release the other two-thirds for local sale without talent fees, enabling the station

(Continued on page 34)



Drawn for BROADCASTING • TELECASTING by Dick Wang

"Nights like this make me wish we'd got the television set instead."

REALIGNMENT

Made in WMAL's Sales

APPOINTMENT of George L. Griesbauer as head of TV sales for WMAL-TV Washington and Harvey L. Glascock Jr. to the post of radio sales manager for WMAL-AM-FM was announced last Wednesday by Kenneth H. Berkeley, general manager.

Mr. Griesbauer has been sales manager of WMAL since March.

Mr. Glascock

Mr. Griesbauer

He had formerly served as an account executive with WNBW (TV) Washington.

Mr. Glascock transfers to his new position from WOOK Washington where he was assistant to the president. He has had previous sales experience as an account executive with WINX Washington and WEAM Arlington, Va.

Meck Raises Budget

MECK Television Inc., the retail outlet operation of Scott Radio Labs., Chicago, has doubled its radio budget in eight markets and will use the medium extensively in Dallas, where it opened its first store last week. Spot schedules in Grand Rapids, Kalamazoo, Detroit, Toledo, Cincinnati, Washington, Louisville and New York are being expanded on most of the present 15 stations by addition of quarter-hour strip programming with a local disc jockey. Agency is Ross Roy, Chicago.

INSURANCE COMMITTEE

Appointed by NARTB

PROTECTION from libel suits, particularly significant in light of the forthcoming political campaign, is one of the vital jobs on the agenda of the newly appointed NARTB Insurance Committee.

Among other activities, the Committee is due to study industry-wide group life and disability insurance for employes and tower insurance.

An NARTB tower study, based on questionnaires sent to all stations earlier this year, has been completed and is being submitted to various insurance companies for their bids.

Heading Insurance Committee is Roger W. Clipp, WFIL Philadelphia. Members are: C. T. Lucy, WRVA Richmond; Edgar Kobak, WTWA Thomson, Ga.; Harold Essex, WSJS Winston-Salem, and one to be appointed.

ANA to Meet Sept. 29

ANNUAL meeting of Assn. of National Advertisers will be held in New York's Hotel Plaza from Sept. 29 through Oct. 1, ANA Chairman Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, announced Wednesday. He said the program committee will include Harry Deines, general advertising manager of Westinghouse Electric Corp., and William Smith, director of advertising for Thomas J. Lipton Inc., as co-chairmen.

MBS Offers Golf Co-op

MUTUAL coverage of two top golf tournaments — All-American and World Championship matches—at Chicago's Tam O'Shanter Country Club, Aug. 3 and 10, is being offered to stations for co-op sponsorship, according to Bert Hauser, MBS director of co-operative programs.

AUTO RADIOS

Top 27.5 Million, Says BAB's Sweeney

NUMBER of radio-equipped automobiles in the U. S. has climbed from 7.5 million in 1946 to more than 27.5 million this year and in the face of this tremendous growth the broadcasting industry has underestimated its automobile audience by more than four million cars.

This was a major point stressed by Kevin B. Sweeney, vice president of Broadcast Advertising Bureau, as he outlined the results of the first national survey of radio's "Listeners on Wheels" before a meeting of the Illinois Broadcasters Assn. in Peoria on Thursday.

He urged broadcasters to collect automobile radio figures for their individual markets in order that advertisers may buy this audience. Mr. Sweeney said the radio audience dwarfs the combined circulations of the four largest magazines (15.5 million copies) and the total circulation of all U. S. morning daily newspapers (21,200,000 copies).

The survey, financed by BAB and conducted by The Pulse in more than 250 locations, is incorporated in a second edition of BAB's "Listeners on Wheels" series. The first edition, subtitled "Interim Report," was sent to BAB members, agencies and advertisers about a month ago [B•T, July 7]. The new report, entitled "First National Survey," will be distributed in about a week.

Mr. Sweeney hammered away at the point that broadcasters for the past three decades have underestimated the automobile audience. He cited an industry estimate of 23.5 million cars equipped with radio on Jan. 1, 1952. Results of the Pulse survey showed there were 27,424,500 passenger cars alone so eqiupped by April 1952, he said.

20 Million Increase

Reminding listeners that the number of radio-equipped automobiles has increased 20 million since 1946, Mr. Sweeney contended this new medium is deserving of at least $125 million extra a year and of extensive cultivation by advertisers.

"More than one-third of all U. S. adults ride in radio-equipped automobiles every day," Mr. Sweeney declared. "That's worth at least $125 million additional if advertisers are willing to spend $200 million on the four magazines whose circulation doesn't come within 12 million units of the automobile audience alone."

Other points by Mr. Sweeney: 92.4% of all postwar model automobiles are radio-equipped. About 25% of all U. S. radios now are in automobiles. Radio listening in automobiles is very much higher during most hours than the highest home listening.

NEWS EQUALITY

Urged at IBA Meet

STRONG pressure to persuade the Illinois legislation to permit radio and TV coverage of state government hearings, on the same basis as pen and pencil reporters, was urged by the legislative committee of the Illinois Broadcasters Assn. at the association's mid-year meeting July 31-Aug. 1 at the Hotel Pierre Marquette in Peoria.

More than 40 members also heard the IBA TV committee report on its activities opposing the entrance of the U. of Illinois into TV station ownership. The committee urged that the organization continue its program as outlined and adopted last year [B•T, Aug. 13, 1951].

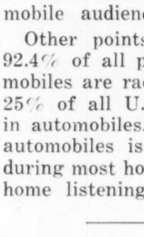
The committee reports were made by Merrill Lindsay, WSOY Decatur, for the TV committee, and by Oliver J. Keller, WTAX Springfield, for the legislative committee.

Call for a united front between state broadcasters' associations and NARTB was sounded by NARTB President Harold E. Fellows. Mr. Fellows said that broadcasters are a "shining target" for crippling legislation because they are in a licensed industry. He cited the Benton Bill in Congress and the Hawaiian tax case as examples of discriminatory legislation aimed at broadcasters.

The bill (S 1579) introduced in the 82nd Congress by Sen. William Benton (D-Conn.) would establish a National Citizens Advisory Committee. The Hawaiian tax situation arose when the territorial government included radio stations under a business gross sales levy. This was appealed by KPOA Honolulu. The lower courts upheld the right of the territorial government to impose the tax and an appeal is now pending before the U. S. Circuit Court of Appeals in California.

After a talk by Kevin Sweeney, vice president of Broadcast Advertising Bureau (see story above), a BAB sales clinic was held with Fred C. Mueller, WEEK Peoria, as chairman.

Small to WMIL



Mr. Small

FRANKLIN H. SMALL, vice president and sales manager of WNDR Syracuse, has been appointed to a similar position at WMIL Milwaukee. A veteran of 32 years in radio, Mr. Small was at one time manager of the *Professor Quiz* network program. Prior to his association with WNDR, he was on the staff of WMGM New York.

RADIO-TV NAMES

Flower in Presidential Candidates' Camps

AS THE political gladiators prepare to shift from stage to stump, their best foot forward in calculated pursuit of the American vote, radio-TV broadcasters and *broadcasting* are sure to cut across their path on the road leading from the Amphitheatre to the White House.

In informed quarters it has been estimated that as much as $3 million will be expended by each party in television and radio time from Labor Day to Election Day.

Seldom in the history of a Presidential election year has the road been dotted with as many industry names so intimately associated with the gladiators as during the 1952 post-convention campaign.

Industry can preen itself on a veritable *Who's Who* of broadcast personalities, all slated to play varying roles from now to Election Eve—and thereafter.

Radio-TV cuts across the names of both the Democratic and Republican Presidential nominees—Adlai E. Stevenson and Gen. Dwight D. Eisenhower — down through a list of prominent personalities that bridge advertising agencies and other related pursuits.

J. Leonard Reinsch, Frank E. McKinney, Milton and Earl Eisenhower, Stanley Pratt, Sen. Fred A. Seaton (R-Neb.), Sigurd Larmon, —these are the more noted who are identified in some manner with the industry.

While some broadcasters are actually working closely with the two party candidates, others will cover their activities with fervor undiminished by the relentless pace of the national political conventions. And the ad agencies will work feverishly to prepare media blueprints portending heavy use of radio and television time.

What radio and, particularly, television managed to do in whetting the public's interest in national politics with unlimited network-station convention coverage may be infinitestimal compared to swinging the elections for either candidate.

The magnitude of the venture is such as to invite an observation that the manner in which candidates Stevenson and Eisenhower conduct themselves before microphones and cameras most likely will assure a successful journey to the White House.

The pace with which both national committees will conduct their radio-TV campaigns had not crystallized last week. Both parties, however, were priming for organizational meetings which would set the pattern.

There were these developments:

- Stanley R. Pratt, president and general manager of WSOO Sault Ste. Marie, Mich., was named special representative for GOP Chairman Arthur Summerfield, assigned to Gen. Eisenhower.
- The Republican National Committee appointed Kudner Agency, New York, to handle its advertising activities for the election drive, and confirmed it had "lined up time" on the major radio-TV networks.
- Mr. Reinsch is slated to continue as TV consultant to the national Democratic committee through the November election.
- The Democratic committee met Thursday with representatives of the Joseph Katz Co. to confer on future media plans. They will meet again within 10 days to map strategy attuned to Gov. Stevenson's campaign concepts.

Mr. Pratt's appointment was announced by Chairman Summerfield last Wednesday. In his new capacity, Mr. Pratt will serve as administrative assistant responsible for maintaining liaison with Eisenhower headquarters. It was presumed that he would take leave of absence from WSOO during the next few months to fulfill his political responsibilities, with offices in Denver if the GOP decides to maintain a branch there.

Mr. Pratt was 1950 campaign director for the Michigan State Central Committee and was assistant to Mr. Summerfield in the 1948 campaign.

He also is District 8 director on

(Continued on page 38)

AMONG key appointments to Gen. Dwight D. Eisenhower's campaign organization staff, announced in Washington last Wednesday, was that of Stanley R. Pratt (r), president and general manager, WSOO Sault Ste. Marie, Mich. Occasion was meeting of Republican campaign officials with GOP National Committee Chairman Arthur Summerfield. L to r. are: Robert Humphreys, new Republican National Committee publicity chief; Mr. Summerfield, who also is Gen. Eisenhower's campaign manager; Wayne J. Hood, new executive director of committee; and Mr. Pratt, named personal representative of Mr. Summerfield, assigned to Gen. Eisenhower.

CBS-TV Must Letter

IN A LETTER sent to all advertising agencies last week, Fred M. Thrower, vice president in charge of CBS-TV sales, stated that all advertisers sponsoring TV shows between 8 and 10:30 p.m. must increase their station list to 35 stations or forfeit the weekly discount on the station hourly basis.

It was estimated that approximately a half dozen current advertisers would thus have to increase their station list within six months —adding anywhere from one to 10 stations—in order to earn the weekly discount.

New orders for that time hereafter would have a 35-station hookup as a must to earn the discount.

COSMETICS

Six Firms Plan Radio or TV

THE FACE of radio and TV is getting a new lift as a result of increasing attention to it from leading cosmetics firms, BROADCASTING • TELECASTING learned last week.

At least six of the beautifying products concerns have enlisted the broadcast media to exploit their goods starting this fall. Network and spots both stand to gain from the expenditures.

Hazel Bishop lipstick, New York, in addition to recent network radio buys, currently is negotiating with NBC-TV for sponsorship of the half-hour TV show, *This Is Your Life*, with Ralph Edwards. The advertiser is said to be allocating approximately $2.5 million over its present advertising budget to sponsor the show. The program would start in the fall on NBC-TV on Saturday with the exact time not yet set. The firm, in addition to promoting its indelible lipstick on the show, also will exploit its newest product, "Com-Plexion Glow," a new type of face rouge. This is said to be the first time a rouge product will have been sponsored on TV.

Hazel Bishop starts today (Monday) with sponsorship on NBC radio of both a daytime serial, *Lorenzo Jones*, Monday, Wednesday and Friday, 5:30-6 p.m., and *Inside News From Hollywood* with Jay Simms, Mon.-Fri., 2:55-3 p.m. The new TV show and the radio programs all are in addition to the firm's current sponsorship of *Cavalcade of Stars* on the DuMont TV Network. Raymond Spector, New York, is the agency.

National Spot Drive

Another cosmetics firm, which has settled on radio and TV to promote its products for the second successive year, is Shulton Toiletries Inc., New York (shave cream products), through Wesley Assoc., New York. The firm will start a national spot campaign Oct. 1 in 75 radio markets and 18 television markets with one-minute spots to run through the Christmas holidays. This year's campaign is an increase over last year's. The radio and TV station list currently is being lined up by the advertising agency.

Coty Inc., New York, which used only a local TV spot campaign during the summer, is planning an expanded radio-TV spots combination in four or five markets to start Oct. 1. Franklin Bruck, New York, is the agency.

Harriet Hubbard Ayer, New York, through Ellington Inc., same city, has had film commercials especially created for tests in three or four markets this fall. The firm probably will use television for holiday promoting if the test is successful.

Andrew Jergens Co., Cincinnati, onetime heavy radio advertiser when the firm sponsored Walter Winchell and a continuous sponsor of *Jergens Journal* on ABC radio until this year, has turned to television with a contract for the John Daly show, *It's News to Me*, on CBS-TV, Friday, 10-10:30 p.m. EST, starting Nov. 7. Robert W. Orr & Assoc., New York, services the account.

Warner-Hudnut, through Kenyon & Eckhardt, New York, a fortnight ago was the first of the cosmetics firms to turn to a fall radio and TV package when it underwrote sponsorship of the Edgar Bergen & Charlie McCarthy show on CBS Radio, Sunday, 8-8:30 p.m. EDT, with collateral rights to all Mr. Bergen's TV appearances.

NBC REALIGNMENT

Station Relations Merge

NBC's program of reuniting its radio and TV personnel into a consolidated operation—begun in June when Sylvester L. (Pat) Weaver Jr. was named vice president in charge of both radio and TV networks, with Frank White as vice president and general manager of both [B•T, June 12], and completed at the executive level a month later [B•T, July 21]—was extended to the operating personnel last week: A merger of radio and television staffs of the station relations department was effected.

Revised set-up, announced by Harry Bannister, vice president in charge of station relations, gives Sheldon B. Hickox Jr., formerly director of TV station relations, the new title of director of station relations. He will report to Mr. Bannister.

Thomas E. Knode, formerly TV station relations contact representative, becomes manager of station relations, reporting to Mr. Hickox. Fred Shawn, formerly director of radio station relations, moves to an executive position in the radio and TV network production department.

Station contact representatives, all now serving both radio and TV affiliates of NBC in the newly integrated operation, will report to Mr. Knode. They are: Paul Hancock, Stephen A. Flynn, Donald Mercer, Ogden Knapp, Alan D. Courtney, William M. Kelley, Raymond O'Connell, Joseph Berhalter, Paul Rittenhouse.

Also reporting to Mr. Knode are: H. Pierre Hathaway, supervisor of radio station clearance; Hamish McIntosh, supervisor of TV station clearance; Donald E. Clancy, supervisor of affiliated contracts.

Similar integration is being worked out in other NBC departments, with announcements to be made as each section of the network completes its plans for the reunification of radio and TV activities. Realignments—department by department—are now developing as follows:

Mr. KNODE
. . . manager of station relations

Mr. HICKOX
. . . director of station relations

Mr. SHAWN
. . . major executive in production

★ ★ ★

● Sales department will continue its present executive set-up, with George H. Frey, vice president and director of TV network sales, and Walter Scott, national radio network sales manager, retaining their present titles and reporting to John K. Herbert, vice president in charge of sales for both radio and television. The department's salesmen, however, are no longer divided into radio and TV account executives, but each man is contacting buyers on behalf of both media.

● Program department: Thomas A. McAvity, currently director of talent and program procurement for NBC television, is expected to become second in command to Charles C. Barry, program vice president for both radio and television. Mr. McAvity's new title is not yet definite, but he will be in effect national program director for both media.

Under Mr. McAvity will be John Cleary, in charge of radio programming, and Carl M. Stanton, in charge of TV programming. Mr. Cleary is currently eastern radio program manager; Mr. Stanton is manager of TV commercial program planning. Mitchell Benson, now manager of NBC's radio contract administration office, will be put in charge of talent and program procurement for both radio and TV.

● Production department: Mr. Shawn moves into the unified radio-TV production department in a major capacity under Frederic W. Wile Jr., vice president in charge. Brig. Gen. Edward Lyman Munson, who joined NBC to head up its TV film activities and subsequently was director of TV network operations, has resigned.

● News department: Davidson Taylor, who has been general director of public affairs for radio and TV, is slated to head the combined radio-TV news, special events, public affairs and sports staffs. Reporting to Mr. Taylor will be William R. McAndrew, currently director of public affairs for television, who will have charge of news and special events for both media; Edward Stanley, now manager of public affairs and education for radio, who will expand his field to include TV as well, and Tom Gallery, TV sports head, who will now be in charge of sports for both TV and radio. Henry Cassidy, who has been director of news, special events and public affairs for radio, will stay with NBC but his future status is undetermined. Mr. Cassidy is reportedly undecided as to whether he would prefer a foreign corresponding assignment or an executive post in New York.

● Advertising and promotion departments are remaining divided, with individual, separate departments for radio and for TV for the present, but it is expected that eventually these two will be combined as the overall integration of radio and television functions at NBC progresses.

Controller's office of NBC has been unified to handle both radio and TV affairs. Charles J. Cresswell, formerly controller for the TV network and now head of the combined operation, has announced the following appointments:

William F. Sargent, former planning and control manager, becomes assistant controller, New York. Frank Dellett continues as controller for both radio and TV in Hollywood. He and Mr. Sargent both report to Mr. Cresswell.

Reporting to Mr. Sargent under the realignment are: Francis X. O'Shea, chief accountant; Edward Stegeman, programming business manager; John J. Haywood, formerly budget supervisor, now financial planning manager; A. W. Weidenmuller, former assistant controller for radio, now financial appraisal manager.

Henry T. Sjogren, formerly controller for the radio network, is now controller for NBC's O&O stations, both radio and TV [B•T, July 21].

BARRETT NAMED

As NBC Consultant

EDWARD BARRETT, former Assistant Secretary of State in charge of Voice of America and previously editor of *Newsweek*, who recently opened offices in New York as a private consultant, has been retained by NBC to assist the network in developing new approaches to broadcast news presentation.

"The project is highly experimental and at this time highly exploratory," Mr. Barrett told BROADCASTING • TELECASTING. "I am working closely with NBC's news and program executives in hope of finding something that may be applicable to news telecasts." He added that although the research is primarily in the field of television, radio would not be overlooked.

RIGGS QUITS WCBS

Joins Birmingham Outlets

TOMMY RIGGS, creator and voice of "Betty Lou" and currently heard over WCBS New York in an afternoon series, Monday-Friday, 4:15-4:30 p.m. EDT, has been given an "executive post" in Voice of Alabama Inc., operator of WPAI WAFM (FM) and WAFM-TV Birmingham, CBS-AM-TV affiliates. Thad Holt, president of the Birmingham stations, said Friday Mr. Riggs' appointment becomes effective Aug. 18.

He will inaugurate a *Tommy Riggs and Betty Lou* musical program on WAPI five afternoon half-hours a week, and produce and star in a morning show, *Breakfast in Birmingham*, on WAFM-TV. Replacing him in the WCBS afternoon spot will be the *Emily Kimbrough Show*, starring author-lecturer Emily Kimbrough.

CHICAGO RULING

May Set Liability Precedent

A CHICAGO Federal District court judge set what legal experts believe to be a precedent last week when he ruled a radio station was not responsible for a statement made by a guest on an unrehearsed program.

The decision, given Tuesday by Judge William J. Campbell, dismissed a $2 million damage suit in which NBC was co-defendant. Brought by Al Wagner, promoter of outdoor amusement, the suit also cites fan dancer Sally Rand, against whom the case is still pending.

Miss Rand appeared on a WMAQ (NBC) Chicago program, *The Chez Show*, Dec. 3, 1950, and allegedly said, "Al Wagner owes me $23,000, and I have a judgment against him." Mr. Wagner sued for damages, charging the statement was untrue and had damaged his reputation.

Mike Wallace and Buff Cobb, now TV stars in New York, emceed the program. Mr. Wallace immediately put in a disclaimer after Miss Rand's assertion. This was referred to in the Judge's decision with the comment that the remark was extemporaneous. The judge, however, cautioned stations to exercise due care, and not to be guilty of negligence.

Ailing Allen Causes Stir

FRED ALLEN, scheduled to start Sept. 30 on a radio-TV show for Old Gold cigarettes, suffered a combination virus and sun poisoning attack while on vacation. As a result of the illness the packager of the program, *Two for the Money*, Goodson-Todman, the agency, Lennen & Newell, N. Y., and NBC-TV are looking for a possible replacement for Mr. Allen should he be too ill to go on the air at that time.

RADIO'S PULL FOR RETAILERS

Reiterated in Syracuse

RESULTS of a just-completed survey by Advertising Research Bureau Inc. showing how radio outpulled newspaper advertising in both traffic and sales volume at four Syracuse, N. Y., stores were presented Thursday to 25 leading retailers in that city by William B. Ryan, president of Broadcast Advertising Bureau Inc.

Mr. Ryan's audience also comprised the sales staffs of WAGE WFBL WOLF WSYR Syracuse, stations which participated in the newspaper vs. radio test—a test which indicated radio created 41% of total traffic in the stores (compared to 29.5% for newspapers) and 46.5% of total sales volume (compared to 19.5% for newspapers).

Radio and newspapers combined accounted for 15% of total traffic, while casual customers comprised 14.5% of the store traffic.

The independent ARBI surveys were made at Deys and Edwards, top retail stores, on plastic slipcovers and orlon curtains and on Fluffiam (a soil conditioner), respectively; at Wilsons, a leading jewelry store, on luggage and silverware, and at Sears, Roebuck & Co.'s local outlet on tires.

Each store paid the same for both its radio and newspaper advertising, with Deys using 40 newspaper column inches and 33 radio announcements, and Edwards buying 50 newspaper inches and 27 radio announcements. Sears ran 65 newspaper inches and 34 radio announcements, while Wilsons used 123 newspaper inches and 76 radio announcements.

The tests took place on Monday-Tuesday-Wednesday, June 16-18, according to Mr. Ryan, who presented the survey results at the request of E. R. Vadeboncoeur, vice president of WSYR Syracuse.

Mr. Ryan told the retail executives the tests showed radio alone produced $2.38 in sales to newspapers $1. Other sales volume percentages indicated purchasers accounting for 26% of sales volume both "heard" and "saw" advertising in both media, while 8% of sales volume was attributed to purchasers who neither "heard" nor "saw."

Of those who responded to radio advertising, 78.5% made purchases, while those who responded to newspaper advertising comprised 65% of that group's purchasers, according to the survey.

Breakdown of traffic and total sales volume percentages, respectively, at the four stores:

RADIO ALONE

	% of Traffic	% Dollar Value of Purchases
Wilsons	38.6	45.7
Edwards	48.1	44.0
Deys	40.4	51.2
Sears	36.4	44.9
	Average 41	Average 46.5

RADIO and NEWSPAPER

	% of Traffic	% Dollar Value of Purchases
Wi'sons	17.4	28.2
Edwards	14.8	31.0
Deys	14.0	25.1
Sears	14.0	19.9
	Average 15	Average 26

NEWSPAPER ALONE

	% of Traffic	% Dollar Value of Purchases
Wilsons	31.8	18.3
Edwards	24.1	20.7
Deys	29.8	16.2
Sears	31.8	22.7
	Average 29.5	Average 19.5

CASUAL CUSTOMERS

	% of Traffic	% Dollar Value of Purchases
Wilsons	12.2	7.8
Edwards	13.0	4.3
Deys	15.8	7.5
Sears	17.8	12.2
	Average 14.5	Average 8

The other tables of individual stores indicate preliminary summaries of results, according to each store's total traffic, percentage of traffic, percentage of traffic purchasing merchandise, percentage of dollar value, percentage of traffic by medium, by day, and percentage of traffic by medium, by residence.

* * *

DEY BROTHERS

	Radio	Newspaper	Both	Other	Total
Traffic	23	17	8	9	57
% Traffic	40.4%	29.8%	14.0%	15.8%	100.0%
% Purchasing Merchandise *	73.9%	70.6%	100.0%	77.8%	77.2%
% Dollar Value of Purchases *	51.2%	16.2%	25.1%	7.5%	100.0%

Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
Monday	30.3%	39.3%	15.2%	15.2%	100.0%
Tuesday	50.0	25.0	16.7	8.3	100.0%
Wednesday	58.4	8.3	8.3	25.0	100.0%

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
In City	69.6%	70.6%	75.0%	88.9%	73.7%
Outside City	30.4	29.4	25.0	11.1	26.3
Total	100.0%	100 %	100.0%	100.0%	100.0%

SEARS, ROEBUCK & CO.

	Radio	Newspaper	Both	Other	Total
Traffic	39	34	15	19	107
% Traffic	36.4%	31.8%	14.0%	17.8%	100.0%
% Purchasing Merchandise *	87.2%	64.7%	86.7%	63.2%	75.7%
% Dollar Value of Purchases *	44.9%	22.7%	19.9%	12.5%	100.0%

Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
Friday	27.6%	36.2%	17.2%	19.0%	100.0%
Saturday	46.9%	26.5%	10.2%	16.4%	100.0%

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
In City	59.0%	70.6%	80.0%	73.7%	68.2%
Outside City	41.0%	29.4%	20.0%	26.3%	31.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

* These figures include all purchases in the survey area by customers interviewed.

WILSONS

	Radio	Newspaper	Both	Other	Total
Traffic	51	42	23	16	132
% Traffic	38.6%	31.8%	17.4%	12.2%	100.0%
% Purchasing Merchandise *	68.6%	40.5%	65.2%	56.3%	57.6%
% Dollar Value of Purchases *	45.7%	18.3%	28.2%	7.8%	100.0%

Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
Monday	31.4%	41.4%	17.2%	10.0%	100.0%
Tuesday	42.3%	23.1%	23.1%	11.5%	100.0%
Wednesday	50.0%	19.4%	13.9%	16.7	100.0%

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
In City	58.8%	76.2%	56.5%	75.0%	65.9%
Outside City	41.2	21.4	39.1	25.0	32.6
Unascertained		2.4	4.4		1.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%

* * *

UNIVERSITY OF TULSA
AUG 5
LIBRARY

EDWARDS

	Radio	Newspaper	Both	Other	Total
Traffic	26	13	8	7	54
% Traffic	48.1%	24.1%	14.8%	13.0%	100.0%
% Purchasing Merchandise *	84.6%	84.6%	100.0%	57.1%	83.3%
% Dollar Value of Purchases *	44.0%	20.7%	31.0%	4.3%	100.0%

Per Cent of Traffic by Medium, by Day

	Radio	Newspaper	Both	Other	Total
Thursday	45.0%	40.0%	10.0%	5.0%	100.0%
Friday	50.0	20.0	15.0	15.0	100.0%
Saturday	50.0	7.2	21.4	21.4	100.0%

Per Cent of Traffic by Medium, by Residence

	Radio	Newspaper	Both	Other	Total
In City	61.5%	53.8%	25.0%	71.4%	55.6%
Outside City	38.5	46.2	75.0	28.6	44.4
Total	100.0%	100 %	100.0%	100.0%	100.0%

* These figures include all purchases made in the survey area by customers who were interviewed.

PROGRAM REPEATS

Daytime Re-Use Mulled by NBC

CONSIDERATION is being given by NBC to the possibility of rebroadcasting its nighttime network programs on the following day—probably on stations other than those which are regularly affiliated with the network.

The suggestion was broached to NBC by Lou Poller, owner of WPWA Chester, Pa., who also is identified with the ownership of WARL Arlington, Va. and WCAN Milwaukee, all independents.

Charles C. Barry, vice president of NBC in charge of network programs, has advised Mr. Poller that NBC has "given this problem a great deal of thought and study." He added, however, that the network had been unsuccessful in finding a method which would prove equitable and economic."

He added:

Inherent Values Seen

"We are, however, keenly aware of some real inherent values in achieving it [rebroadcasts of programs] and we are continuing our efforts to work out a solution."

Mr. Poller three years ago outlined the advantages accruing to advertisers and to networks through the rebroadcast process. In an article published in the May 2, 1949 issue of BROADCASTING • TELECASTING, he said, in part, almost prophetically:

"A continuing loss in audience is certain to bring either cancellations of costly network programs, demands for reduced time charges or expanded audiences . . .

"Since the average network station is committed for specific programs during the daytime, we could, by rebroadcasting night programs during the daytime, recover a good percentage of the audience lost at night.

Performance Right Funds

"We realize that this procedure would call for compensation to the performers and the various unions for rebroadcast (one-time) rights. We are, therefore, suggesting that such performance right funds be used by the local radio stations in the hiring of staff musicians and performers.

". . . We do not think that programming of this nature will affect present network audiences. In fact, many sets not even turned on during daytime hours could be enticed to form an even greater daytime audience. The audience reached by the local stations, now lost to networks and their clients, can be recovered in great part to national advertisers."

NETWORKS DIG DEEP

Tabulations Start on Conventions' Costs

AS THE WEARY network news crews returned from Chicago to their home posts last week following the conclusion of the Democratic National Convention on Saturday afternoon, July 26, the network statisticians began tabulating the hours and dollars that had been spent on their radio and TV coverage of the political meetings of the two major parties.

Although their tabulations were far from complete at the week's end, there was no doubt that the networks had dug down into their own pockets for the convention coverage well beyond the sums they would receive from the advertisers sponsoring the convention broadcasts and telecasts. Estimates, all unofficial, varied from $3 million to more than $5 million as the aggregate red ink total for all networks, after all the calculations are completed.

The Democrats took a day longer than the Republicans to complete the business of approving a platform and nominating their Presidential and Vice Presidential candidates, so more time was devoted by the networks to covering their meetings. By adept rescheduling the commercial cancellations for the Democratic sessions were kept to just about the same level as for the GOP.

Cancel Less for Democrats

CBS Radio devoted 47½ hours to covering the Republican convention, 55 hours to the Democratic convention, but cancelled only 13¾ hours of commercial time for the Democrats against 15½ hours for the Republicans. CBS Television used 68 hours in covering the GOP sessions and 71 hours for the Democrats, but again commercial cancellations for the latter sessions were lower, 11¾ hours to 13 for the GOP.

NBC radio devoted 50 hours to the Republicans, including 28½ hours preempted from regular sponsors, and gave 58 hours to the Democrats, of which 36 were commercial cancellations. Figures for NBC's cancellations, however, include repeat broadcasts for the West and playbacks for standard time stations and so are not exactly comparable with the total time devoted to the conventions or with the CBS cancellation figures. NBC-TV gave the GOP 75 hours and the Democrats 77 hours, with 12¾ hours of commercial cancellation for each convention.

ABC Radio Coverage

ABC radio spent 70 hours in covering the Republican sessions, 75 hours in Democratic coverage, with the 12¼ hours of commercial cancellation largely confined to Mountain and Pacific Time Zones. ABC-TV also devoted 70 hours to the GOP and 75 hours to the Democratic conventions, with cancellation at 3¾ hours for the formed and 4¼ for the latter.

Mutual's coverage of the Democratic convention reached 70 hours in comparison with 50 for the Republicans. Cancellations were 9¼ hours for the Democrats and 3 hours for the Republicans.

Cancellation figures for DuMont were not available, a spokesman said, pointing out the conventions were carried as a public service.

A number of top-rated radio-TV programs were affected by the cancellations, resulting in scattered complaints, particularly from indignant televiewers in some areas. Networks, stations and the Democratic National Committees received protests.

The following breakdown shows the program, day, time and sponsor for each of the radio and television networks, with reference to cancellations, rescheduling and playbacks by time zones. A similar list was reported by the networks for the GOP meet [B•T, July 28].

Tabulations by Networks of Commercial Time Cancelled for Democratic Convention

ABC Radio Network Cancellations
(Mon., July 21 - Fri., July 25)

(Unless otherwise noted, all programs were cancelled on full network.)

Program	Day	Time	Sponsor
Break the Bank	Monday (cancelled in EST, CST, MST & PDT time zones); Thursday and Friday (same as Monday).	11:30 a.m.-12 p.m. EDT	Toni Co., Thursday; Bristol-Myers Co., Monday & Friday.
Bill Ring Show	Mon., Tues., Wed—cancelled in MST & PDT zones; Thurs. & Fri.—cancelled on entire network	12:15-12:30 p.m. EDT	General Mills
Henry J. Taylor News	Monday (cancelled in MST & PDT zones)	8-8:15 p.m. EDT	General Motors
John Daly & the News	Mon., Tues.—in MST zone; Thurs., Fri.—entire network.	10-10:15 p.m. EDT	Gulf Oil Co.
The Lone Ranger	Mon.-Wed.-Fri.—MST & PDT zones.	7:30-8 p.m. EDT	General Mills
It Happens Every Day	Tues. (daytime)—in MST & PDT zones; Thurs. (daytime & evening)—entire network.	2:30-2:35 p.m. EDT and 10:30-10:35 p.m. EDT	Toni Co.
Silver Eagle	Tues.—in MST & PDT zones, Thurs.—entire network.	7:30-8 p.m. EDT	General Mills
Christian Science Monitor Views the News	Tuesday	9:45-10 p.m. EDT	Christian Science Publishing Co.
Joe Emerson Hymn Time (carried on regional Southwest network only)	Wed., Thurs., Fri.	(not available)	General Mills
Cal Tinney	Wed.—in EDT & CDT zones; Thurs. & Fri.—entire network.	4-4:30 p.m. EDT	General Mills
Top Guy	Wednesday—cancelled on Mountain stations.	8:30-9 p.m. EDT	American Chicle Co. (Pyramid Plan participation)
Jack Berch Show	Thursday & Friday	12-12:15 p.m. EDT	Prudential Insurance Co.
My True Story	Thurs. & Fri.—Mountain and Pacific stations.	10-10:30 a.m. EDT	Sterling Drug Co.
Whispering Streets	Thurs. & Fri.—on Mountain & Pacific stations.	10:30-10:45 p.m. EDT	General Mills
Frankie Frisch	Thursday	5:55-6 p.m. EDT	Union Oil Co.
Defense Attorney	Thursday	8-8:30 p.m. EDT	American Chicle Co. (Pyramid Plan)
Original Amateur Hour	Thursday	9-9:30 p.m. EDT	P. Lorillard & Co.
Top Guy	Friday—EST,CST,MST &PDT zones.	8-8:30 p.m. EDT	American Chicle Co. (Pyramid Plan)
This Is Your FBI	Friday—on Mountain & Pacific stations.	8:30-9 p.m. EDT	Equitable Life Assurance Society of the U. S.

Since ABC radio was able to reschedule a good many of its regular network programs which interfered with coverage of Democratic National Convention, only a few were actually cancelled on the entire network. More programs were cancelled on only part of the network, as shown above.

CBS Radio Network Commercial Cancellations

Program	Day(s)	Time (N.Y.)	Sponsor
Romance of Helen Trent	Mon.	12:30-12:45 p.m.	Whitehall Pharmacal Co.
Our Gal Sunday	Mon. & Fri.	12:45- 1:00 p.m.	Whitehall Pharmacal Co.
Big Sister	Mon. thru Fri.	1:00- 1:15 p.m.	Procter & Gamble Co.
Ma Perkins	Mon. thru Fri.	1:15- 1:30 p.m.	Procter & Gamble Co.
Young Dr. Malone	Mon. thru Fri.	1:30- 1:45 p.m.	Procter & Gamble Co.
Guiding Light	Mon. thru Fri.	1:45- 2:00 p.m.	Procter & Gamble Co.
Second Mrs. Burton	Mon. thru Fri.	2:00- 2:15 p.m.	General Foods Corp.
Perry Mason	Mon. thru Fri.	2:15- 2:30 p.m.	Procter & Gamble Co.
Walk a Mile	Mon.	10:00-10:30 p.m.	R. J. Reynolds Tobacco Co.
This Is Nora Drake	Tues., Thurs.	2:30- 2:45 p.m.	Seeman Brothers
This Is Nora Drake	Wed., Fri.	2:30- 2:45 p.m.	Toni Co.
Brighter Day	Tues. thru Fri.	2:45- 3:00 p.m.	Procter & Gamble Co.
Louella Parsons	Tues.	9:30- 9:35 p.m.	Colgate-Palmolive-Peet Co.
Hilltop House	Wed., Thurs., Fr	3:00- 3:15 p.m.	Miles Labs
House Party	Wed., Thurs., Fr	3:15- 3:30 p.m.	Pillsbury Mills
House Party	Wed., Thurs., Fr	3:30- 3:45 p.m.	Lever Brothers Co.
Carl Smith	Wed., Thurs., Fr	3:45 3:50 p.m.	Kellogg Co.
It Happens Every Day	Wed., Thurs., Fr	4:00- 4:05 p.m.	Toni Co.
Curt Massey Time	Fri.	5:45- 6:00 p.m.	Miles Labs
Robert Trout and the News	Mon.	10:30-10:35 p.m.	Ford Motor Co.
Robert Trout and the News	Tue., Wed.	10:00-10:05 p.m.	Ford Motor Co.
Robert Trout and the News	Thurs., Fri.	10:00-10:05 p.m.	General Foods Corp.

Mutual Broadcasting System Cancellations
(Tues. July 22 - Fri., July 25)

Program	Day	Time	Sponsor
Game of the Day	Tues., Wed., Thurs., & Fri.	Afternoon—time varies	Falstaff Brewing Corp. (sponsors 4½ innings daily, rest of game on co-op).
Paula Stone Show	Wed., Thurs., Fri.	2:30-45 p.m. EDT	Amana Refrigeration Corp. (Wed. & Fri.); Pequot Mills (Thurs.)
Rod & Gun Club of the Air	Thursday	9:30-10 p.m. EDT	Pal Blade Co.
Five Men Report	Friday	5:45-6 p. m. EDT	S. C. Johnson & Son

NBC Radio Network Commercial Cancellations

Program	Day(s)	Time (NY)	Sponsor
Bob and Ray	Mon.	12:30-12:45 p.m.	Colgate-Palmolive-Peet Co.
		(Playback for Standard Time stations)	
Bob and Ray	Mon. thru Fri.	1:15- 1:30 p.m. (Repeat*)	Colgate-Palmolive-Peet Co.
Strike it Rich	Mon. thru Fri.	1:30- 2:00 p.m. (Repeat*)	Colgate-Palmolive-Peet Co.
Double or Nothing	Mon. thru Fri.	2:00- 2:30 p.m. (Repeat*)	Campbell Soup Co.

(Continued on page 32)

An Atlantic City Experiment That Demonstrated Broadcasting's Power

BLATT'S ONE YEAR IN RADIO

CONVERSION of the M. E. Blatt Co. of Atlantic City, southern New Jersey's largest department store, from printed media to radio advertising should be a source of proud satisfaction to broadcasters throughout the nation.

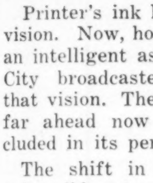
The Blatt Co. for more than 30 years had been following the outworn tradition that newspapers were not only best, but necessary for retailers.

Printer's ink had blurred Blatt's vision. Now, however, radio—with an intelligent assist from Atlantic City broadcasters — has cleared that vision. The Blatt Co. can see far ahead now and radio is included in its permanent plans.

The shift in advertising viewpoint did not come naturally for the Blatt Co. It was only after the local newspapers increased advertising rates to a point Blatt's considered excessive. Blatt's tried to reason. The newspapers wouldn't budget, despite the fact that Blatt's was their largest advertiser. So the radio experiment was born. That was July 1, 1951.

Today, a year later, Blatt's is sold on radio. Murray Klahr, Blatt's youthful advertising and promotion manager, comments, "At first we didn't know anything about radio. Now radio has proven itself. Regardless of whether or not we some day return to newspapers, radio is a part of our permanent advertising plans."

M. E. Blatt, president of the mammoth department store, echos Mr. Klahr's admiration for radio as an advertising medium, although he admits that he approached radio with uncertainty.



Mr. Blatt

"After all," Mr. Blatt says, "radio is a young medium — it hasn't been here as long as newspapers have. We had to find out about radio. We didn't know how to use it for a while but we wanted to learn. We have learned that the way for us to use radio is to use it heavily, to the degree of saturation. Now we know that it can produce results for us."

As for saturation, Mr. Blatt has had personal assurance: "I've had lots of friends tell me that, 'I can't turn on the radio without Blatt's yelling at me,'" he smiles.

Mr. Klahr feels that market saturation is desirable because it not only sells the product, but also implants the name of Blatt's in all listeners' minds.

The makeup of area listenership is another important factor why radio is justifying its continued use. Although there are only 66,000 permanent residents in Atlantic City, the coverage area embraces a listener potential of 236,000. In addition, there are an estimated 15 million area visitors to South Jersey's famed ocean beaches, and to Atlantic City's Convention Hall.

"These out-of-towners rarely buy a local newspaper," Mr. Klahr pointed out, "but they do switch on their radios, and we are able to reach them that way."

Blatt's advertisers on both Atlantic City stations, WFPG-AM-FM and WMID, and on WOND in nearby Pleasantville.

Mr. Klahr comments that Fred Weber, WFPG president, has been an ambassador of good will for radio insofar as Blatt's is concerned.

"When giveaway programs were the rage," Mr. Klahr recalls, "we had frequent calls from radio men trying to sell us on the idea of sponsoring a giveaway show. Blatt's is a prestige store, and we didn't think that such a program was suited for us.

"Then, when Fred Weber brought the *MGM Theatre* to us, we decided to buy. That program was suited to our needs."

Blatt's currently sponsors the weekly hour BMI show, *Benny Goodman Music Festival*, eight five-minute daily newscasts, and a midnight-2 a.m. two-hour show six nights weekly from the ballroom of one of Atlantic City's leading hotels on WFPG.

In addition, Blatt's sponsors a minimum of 10 spots daily on WMID plus participation in a woman's program, and spots and newscasts on WOND. Spot announcement schedules are nearly doubled during Christmas, Easter, and during Blatt's fall and spring special sales.

* * *

DESPITE Blatt's dropping out of daily newspaper advertising, the firm has not forsaken printed media. Blatt's continues to advertise, as it did in its pre-radio period, in area weeklies. The company also publishes 70,000 copies of a tabloid about every 10 days. This tabloid, sent by direct mail, invites readers to listen to Blatt's radio programs. Radio receives other assists from Blatt's in point-of-sale promotion and special window displays calling attention to its radio programs.

In recalling Blatt's conversion to radio, Mr. Klahr could remember a time when the broadcast medium produced "only fair to mediocre" results. "That was before we learned how to use radio," he adds.

Key of Blatt's radio success, Mr. Klahr feels, is the "frequency and constancy" of its use. He adds also that all advertising copy is prepared at Blatt's with the help and guidance of Atlantic City broadcasters. He noted that "a lot depends on the announcer and the copy."

In cold appraisal, Mr. Klahr does not think that there is any item which can not be sold by radio, if the pitch is properly handled.

Mr. Klahr did not feel free to disclose statistics as to how Blatt's is doing under the stimulus of radio advertising compared to its years of reliance on newspapers. Nor would he pinpoint Blatt's sales volume.

"However, . . . we are in the $5 million to $10 million class, as far as sales volume is concerned. And the fact that radio is included in our permanent future plans bespeaks well of how we're faring with radio."

Mr. Klahr

With amusement, Mr. Klahr recalls the reaction of some of the department store's buyers when Blatt's pulled out of newspapers. The buyers, too, were unconvinced about radio. To say that they were unconvinced it putting it mildly, Mr. Klahr said with a laugh, "Some of their remarks are unprintable." He notes:

"They would come to me and say, 'How can I possibly sell this without a picture?' They couldn't imagine not using newspapers. Now, however, even some of the die-hards come to me with an item and ask, 'How about putting this on the radio tomorrow?' They, too, have been converted."

TRANSFER WEEK

WCCO WTCN-TV, KOTV(TV) Okayed

CBS' BID to broaden its holdings and thus strengthen its competitive TV station position in certain markets received fresh impetus last week with FCC approval of the merger of the network's owned-and-operated WCCO Minneapolis-St.Paul with WTCN-TV that city.

Under the complicated plan worked out by the network last March [B•T, March 10], CBS now holds 47%—and Mid Continent Radio-Television Inc., former owner of WTCN and WTCN-TV, 53%—in a newly created licensee firm known as Midwest Radio & Television Inc.

To consummate the deal, Mid Continent put up its WTCN-TV and $212,000, and disposed of WTCN-AM-FM by selling it to a group headed by Robert Butler, former ambassador to Australia and Cuba, for $325,000.

FCC last week also approved the WTCN sale and other transfers involving heavy sums of money. WTCN was sold to the Butler group trading as Minnesota Television Public Service Corp., which announced its own plans for the radio operation (see separate story this page).

FCC also approved $1,629,000 sale of KOTV (TV) Tulsa., from George E. Cameron Jr. and John B. Hill to J. D. Wrather Jr., Mrs. Mazie Wrather and Helen M. Alvarez.

Other Transfers

Other transfers included KTOK Oklahoma City, Okla., which was sold to Wendell Mayes, C. C. Woodson, Charles B. Jordan and Gene L. Cagle for $225,000 by O. L. Taylor Co.; KERO Bakersfield, Calif., sold for $110,000 to Albert DeYoung, M. H. Stansbury and others; KREM Spokane from Cole E. Wylie to Louis Wasmer for $255,000, and WOPI-AM-FM Bristol, Tenn., from C. J. Harkrader to W. A. Wilson for $80,000.

Frances S. Richards' interest in WGAR Cleveland will be reduced from 65% to 40% following FCC approval of her relinquishment of control in the station. She will receive $556,800 with which she will pay inheritance taxes, according to the application. (For details on these and other transfer grants, see FCC ROUNDUP, page 87.)

Midwest Radio & Television Inc. —the new firm embracing the WTCN-TV and WCCO properties —comprises William J. McNally, former board chairman of Mid Continent, as board chairman; Robert Ridder as president; and F. Van Konynenburg as executive vice president and general manager. CBS' 47% interest has been placed in voting trust, with Messrs, McNally and Ridder as voting trustees.

The old WTCN-TV shortly will be renamed WCCO-TV. It will continue to operate on Channel 4, the old WTCN-TV frequency, and serve as TV affiliate not only for CBS Television Network, but for ABC and DuMont as well. The change of management will take place on a date to be announced momentarily.

By assuming minority interest in Midwest Radio & Television Inc. and thus shedding itself of full ownership of WCCO, CBS thus avoids the need to dispose of any radio outlet to comply with FCC rules regarding confinement of a single entity's AM holdings to ownership of seven stations. CBS now owns outright six AM stations and minority, non-voting interests in three others.

Another prong of CBS's move to widen its holdings was the acquisition of 45% interest in KQV Pittsburgh, which also is a TV station applicant—a deal already effectuated without need for FCC consent [B•T, March 10].

In the instant merger case, it was pointed out, CBS's 47% stock interest in WCCO WTCN-TV is represented by voting trust certificates—not voted by CBS but by Messrs. McNally and Ridder.

According to the present plan, WCCO radio operation will continue to be housed in the same WCCO building at 625 Second Avenue South. No change in personnel or policy is contemplated under General Manager Gene Wilkey. The new WCCO-TV will continue to function at present WTCN-TV headquarters at 50 S. 9th St.

In announcing approval of the sale, Mr. McNally stated:

"We believe that the new WCCO radio and WCCO television operations will be in a position to do a better service job than ever for the Twin Cities."

Aside from giving CBS a TV affiliate in the Twin Cities market, the merger brings about one of the nation's largest and more profitable combined radio-TV operations, it was explained. Mr. McNally noted that, outside of New York, Chicago and Los Angeles, there would be only about four such combined operations comparable to WCCO radio and TV—from a standpoint of facilities and volume of business carried.

Mr. Van Konynenburg, who was vice president and general manager of WTCN and WTCN-TV, stressed fine standards of service maintained by operations in the past. He will serve as overall general manager for the dual operation.

For CBS, the merger means that while the network still is behind ABC and NBC on outright ownership of TV stations—each owns five—it has picked up a TV affiliate in Minneapolis-St. Paul and entertains the prospect of obtaining an affiliate in Pittsburgh and a station in Chicago. CBS owns WCBS-TV New York and KNXT (TV) Los Angeles outright, and has a 45% share of WTOP-TV Washington in addition to the new WTCN-TV stock.

CBS Contract on WBKB

CBS has a contract to buy Balaban & Katz's WBKB (TV) Chicago for $6 million, with the sale hinging on FCC approval of the ABC-United Paramount Theatres merger.

As one of the two principals in CBS Minneapolis merger, Mid Continent is half-owned by Northwest Publications (the Ridder newspapers) and Minnesota Tribune Co., Mid Continent also owns 40% of WEMP-AM-FM Milwaukee, a TV applicant. The Ridder interests own WDSM Superior, Wis., and control KSDN Aberdeen, S. D. and KILO Grand Forks, N. D. Ridder controls the St. Paul *Pioneer Press* and *Dispatch*.

In addition to the $212,000 in cash it is putting up, Mid Continent, also will transfer to Midwest Radio-TV Inc. properties with book value of $227,461 for which it will receive 530 shares (53%) of no par value voting stock. CBS transfers properties with book value of $114,386, plus the $188,000 in cash, for 470 shares (or 47%) of no par value voting stock.

Mid Continent listed assets of $1,427,207.36 as of Jan. 31, while CBS Inc. showed total current assets of $64,331,186 as of March 31. Original cost of WCCO was placed at $480,625.49 and that of WTCN-TV at 506,098.90.

Both WCCO and WTCN-AM

(Continued on page 34)

WTCN SALE

Butler Names Smith As General Manager

SALE of Mid Continent Radio-Television Inc.'s WTCN Minneapolis-St. Paul to Minnesota Television Public Service Corp. for $325,000 was approved by the FCC last week.

Minnesota Television Public Service Corp. is headed by Robert Butler, former ambassador to Australia and Cuba. The sale effectuates a split of radio-TV operations at WTCN as part of CBS' merger of its WCCO Minneapolis-St. Paul with WTCN-TV that city, which also drew FCC approval (see story above). Purchase was completed last spring [B•T, April 21].

Mr. Butler

Mr. Smith

Mr. Butler said that he, as president, and other officers of the corporation had formulated a policy looking toward a strong aggressive public service function. The licensee will assume active management on WTCN radio in the near future, operating from Minneapolis-St. Paul studios as an ABC affiliate. Mr. Butler's group also is applicant for a TV station in the Twin Cities.

Simultaneously, Mr. Butler announced the appointment of Edward G. Smith, director of radio network at ABC's Central Div. for the past 18 months, as general manager of WTCN. Other appointments also were revealed.

Under the complicated reshuffling of broadcasting properties inherent in the CBS-WCCO-WTCN-WTCN-TV case, Mr. Butler will own 65% of WTCN radio, which operates on 1280 kc with 5 kw day, 1 kw night. Mr. Butler is president of Builders Trust Co., St. Paul, and of Walter Butler Co., architectural, engineering and construction firm.

Associated with him are Alvin Gluek, a brewer; Robert Mitchell, an attorney; Quentin David, advertising man, and Carl Schuneman, department store executive. Other part owners are Harold Richter and Samuel Lipschultz. Mid Continent, which formerly owned the station, is owned 50% each by Northwest Publications and the Minnesota Tribune Co. WTCN was sold to enable Mid Continent to comply with FCC's duopoly rule.

Mr. Smith as been active in radio since 1928 and was a resident of the Twin Cities for 13 years while director of radio-TV production for General Mills. He joined ABC's Central Div. early in 1951.

Mr. Butler also named Ken Light, WTCN account executive in the sales department, as sales manager. Judy Bryson, associated with the station for 16 years, becomes director of programs.

In announcing the sale, Mr. Butler said:

"Not only will we continue to bring entertainment to our listeners but also we intend to emphasize all facets of information of value to the general public; news, sports and special events, not only on a national scale, but with proper integration of those important functions at the local level."

If the application of the Butler group for a TV station is approved, WTCN radio will again be paired up with a television station, with the old WTCN-TV call letters but, of course, operating under a new corporation.

WTCN radio is expected to rent space from Mid Continent, the former licensee, at 50 S. 9th St., where station has been housed since July 1949.

PARAMOUNT CASE

FCC Weighs Petitions

HOW SERIOUS are ABC's financial straits? The question was before the FCC last week as it renewed consideration of ABC, CBS, and United Paramount Theatres and Paramount Pictures' petitions to expedite the ABC-UPT merger and the overall Paramount hearing.

In particular, these petitions request FCC to delete the anti-trust issue in the multi-phased Paramount case and render a decision on the proposed ABC-UPT merger before Sept. 1 [B•T, July 28, 21, 14].

Indications were that not all the Commissioners were satisfied that ABC was in dire financial distress —to the extent that a quick decision was necessary.

One thought expressed by some Commissioners was that it might be possible to reopen the hearings to take further testimony regarding ABC's economic plight. With that information on the record, it was believed that the Commission could then move more firmly into disposition of the case.

Sterling Away

Present during sessions on the subject Thursday and Friday were all the Commissioners except George E. Sterling who is vacationing in his home state of Maine.

The Paramount case involves not only the merger of ABC and UPT, but the sale of WBKB (TV) Chicago to CBS for $6 million, the renewal of the license of KTLA Los Angeles to Paramount Pictures, the transfer of ownership of WSMB New Orleans from Paramount Pictures Inc. (the pre-1949 consent decree company which produced motion pictures and owned theatres) to UPT, the theatre-owning successor to the parent Paramount company.

Also involved in the Paramount action is the question of whether Paramount Pictures controls Allen B. DuMont Labs. Inc., by virtue of 29% stock ownership.

Hearings began Jan. 15 and continued until early last month. At that time, it was understood the Commission became alarmed at the possibility that ABC might not be able to weather further delay—particularly if it did not have assurance of merger approval before the 1952-53 fall-winter season arrived so that commercial commitments could be made.

At the behest of the Commission, the parties to the Paramount case petitioned for the deletion of the anti-trust issue. They also asked that the FCC call for proposed findings within 20 days and that a final decision be issued thereafter.

This maneuver caused FCC Hearing Examiner Leo Resnick to postpone the hearing until the Commission acted on the petitions.

The petitions evoked vigorous opposition by FCC's Broadcast Bureau. In a sharply worded 35-page document, the Broadcast Bureau vehemently objected to expunging the anti-trust testimony from the record.

If the Commission wanted to take quick action, the Broadcast Bureau said, it might better act "administratively" — change its policy to consider anti-trust violations for all applicants, not just for this case.

DuMont network also objected, but they did so less emphatically.

Two weeks ago, the Commission spent two days on the subjects, listening mostly to a recital by General Counsel Benedict P. Cottone, Opinions and Review Chief Sylvia Kessler and her associate, Herbert Sharfman, of the legalities involved.

Swimmer Switzer

BILL SWITZER of the WORZ Orlando news and special events staff, has been credited with saving a little girl from drowning. While swimming he saw the child in distress in the water, succeeded in getting her to shore, and then applied artifical respiration until she revived. The event was reported on a number of national broadcasts.

WINNERS of Standard Radio Transcription Services Inc. contest for "Salesmen and Copywriters Only" are this trio from WCAW Charleston, W. Va.: (l to r) Garland F. Wilkinson, president and general manager; Norma W. Kenworthy, women's director and copywriter, and Jack Zeillmann, promotion manager and sales director.

OPERATOR RULE

Fellows Urges Support

RADIO OPERATORS have been sent misleading and "scare" statements based upon an inability or unwillingness to understand the NARTB's proposal, NARTB President Harold E. Fellows declared last week in a statement to members, calling on them to support the FCC's proposed rule change which would permit remote operation of certain AM and FM stations as well as allow use of restricted operators at transmitters [B•T, July 28; June 30, 9].

Operators have been told that within one year or less there will be no jobs for them if the proposed rule revision is adopted, Mr. Fellows declared. This "misinformation" has been accepted by many operators, he said.

The NARTB proposal, which the FCC has adopted as the basis for its proposed rule changes, "is an effort to bring FCC requirements in line with the art of broadcasting . . . by recognizing the reliability and stability of equipment," Mr. Fellows pointed out.

"Broadcasters must show their interest and correct the mis-impression created if they want the sound benefits sought by the NARTB," Mr. Fellows said. He called the attention of broadcasters to the fact that they have until through today (Monday) to support the proposals and until Aug. 24 to reply to comments.

A substantial number of broadcasters already are on record at FCC supporting the NARTB plan, but the number of protests from engineers and union groups is growing, FCC records show. Union groups in a number of areas have circularized their memberships to file comments with FCC and to write their Congressmen.

Typical of the broadcaster support for the proposal filed last week is the letter to FCC from J. T. Snowden, general manager of WCPS Tarboro, N. C., who wrote:

It is our belief that the FCC should adopt the NARTB proposal concerning the use of restricted operators for AM and FM transmitters with power of 10 kw or less and with nondirectional service.

It seems very unfair to make a small, rural station compete with nearby high-powered, big city AM and TV stations for the services of a first-class engineer. It has been our experience that a "chief engineer" can handle all major repairs to present day equipment, and in most cases our other first-class operators work as restricted operators.

We employ three first-class operators, and if the FCC adopts the NARTB proposal, we intend to retain these men, since our transmitter and studios are three miles apart. However, there are many small combination stations in our area that will continue to give good radio service, and in a number of instances, even better service, after this rule is adopted. Many stations find the employment of three or more first-class men a burden, especially in small, rural markets where their business potential is very limited.

I urge the FCC to adopt this NARTB proposal as a progressive step in the field of commercial broadcasting.

Younts' Letter

From another North Carolina broadcaster, J. S. Younts, president-general manager of WEEB Southern Pines, FCC received support for the NARTB proposal. Mr. Younts wrote last week as follows:

It has been a difficult matter to obtain First-Class Radio-Telephone Operators to work in a small market such as ours. They seem to shy away from small towns and feel that greater opportunity exists for them in the crowded cities where there are multiple stations. Then, that too, has its benefits, because they are often assigned to perform studio or control board duty and their qualifications are least apt to be put to test.

Our experience with men fresh out of school has in most cases been very unfortunate. They seem to want to tinker around with all the minor equipment that requires little or no adjustment, but have been rather confused when it came to major repairs. During the course of sojourn of some of these men . . . we had in more than five cases to call in other station-owner engineers from thirty miles or more distant . . . to clear dead rats and such out of our transmitter.

We were at the end of our wits in May of 1952 . . . having just released one of our First-Class operators for having failed to report to work for over a day with no advance warning: We had employed over the telephone another operator that actually left his last place of employ for our town and failed to appear after two days, although it was a six hour drive. We had a room waiting for him and a shift scheduled. We have never heard anything from him since the day he departed, to report here for work.

The temporary relaxation of requirements has enabled us to place our equipment in the best working order ever—because it gives our chief more time AFTER operating hours to do maintenance. Whereas, before, he cannot physically stand meter observation watches and then work half the night on the equipment after sign off. Our chief is well pleased with the restricted men that we have on duty and we are encouraging them to study for First-Class tickets. Our loss of time due to mechanical malfunctioning has been less with restricted men than it was ever before. They are conscientious, sincere, and don't think that they know everything.

Radio station operators have paid more and more for advanced technical developments. The manufacturers are building excellent equipment and we are paying for it. There was a time when automobiles were hard to drive and it was necessary for many people to hire liveried, expensive chauffeurs . . . then as automatic drives, and simplified operation were placed on automobiles . . . the people started to driving their own cars and then calling in a skilled mechanic when they broke down. I say, it is not a matter of necessarily economics, but a matter of necessity that we have restricted operators and pay the "specialist" on our staff more money for his services. The First-Class operators that are worrying about their jobs need have no fear if they are capable, abreast of the times, and are willing to work. They shouldn't look at us in blame for their position. Let them blame scientific advancement . . . that great force that has made our nation the greatest in the world. Radio marches forward with progress!!

The North Carolina Broadcasters Assn. is one of several that have notified FCC so far of their support for the proposed new rules. The others include the broadcasters' associations of Alabama, Tennessee, New Jersey, Maine and Nebraska.

President Fellows' statement, also distributed by NCBA among its members, is as follows:

Broadcasters must be alerted to the need to give fullest individual support

(Continued on page 36)

Tabulation of Cancellations for Demo Convention

(Continued from page 28)

Program	Day	Time	Sponsor
Brighter Day	Mon. thru Fri.	2:30- 2:45 p.m. (Repeat*)	Procter & Gamble Co.
Young Dr. Malone	Mon. thru Fri.	2:45- 3:00 p.m. (Repeat*)	Procter & Gamble Co.
Life Can Be Beautiful	Mon. thru Fri.	3:00- 3:15 p.m.	Procter & Gamble Co.
Road of Life	Mon. thru Fri.	3:15- 3:30 p.m.	Procter & Gamble Co.
Band of America	Mon.	9:30-10:00 p.m.	Cities Service Co.
Citizen Views the News	Mon., Tue.	10:30-10:35 p.m.	Time Inc.
One Man's Family	Mon. thru Fri.	11:00-11:15 p.m. (Repeat*)	Miles Labs
News of the World	Mon. thru Fri.	11:15-11:30 p.m. (Repeat*)	Miles Labs
Railroad Hour	Mon.	11:30-12:00 mid. (Repeat*)	Assn. of American Railroads
Bell Telephone Hour	Mon.	12:00-12:30 a.m. (Repeat*)	AT&T
Bell Telephone Hour	Mon.	10:00-10:30 p.m. (Playback for Standard Time stations)	AT&T
Voice of Firestone	Mon.	9:30-10:00 p.m. (Playback for Standard Time stations)	Firestone Tire & Rubber Co.
Dr. Paul	Tue. thru Fri.	1:45- 2:00 p.m.	Wesson Oil & Snowdrift
Dr. Paul	Tue.	2:45- 3:00 p.m. (Playback for Standard Time stations)	Wesson Oil & Snowdrift
Truth or Consequences	Tue.	9:30-10:00 p.m.	Pet Milk Co.
Pepper Young's Family	Wed. thru Fri.	3:30- 3:45 p.m.	Procter & Gamble Co.
Right to Happiness	Wed. thru Fri.	3:45- 4:00 p.m.	Procter & Gamble Co.
Backstage Wife	Wed. thru Fri.	4:00- 4:15 p.m.	Procter & Gamble Co.
Stella Dallas	Wed. thru Fri.	4:15- 4:30 p.m.	Sterling Drug
Life Can Be Beautiful	Wed.	4:00- 4:15 p.m. (Playback for Standard Time stations)	Procter & Gamble Co.
Road of Life	Wed.	4:15- 4:30 p.m. (Playback for Standard Time stations)	Procter & Gamble Co.
What's My Line?	Wed.	10:00-10:30 p.m. (Repeat*)	Philip Morris Co.
Great Gildersleeve	Wed.	11:30-12 mid. (Repeat*)	Kraft Foods Co.
You Bet Your Life	Wed.	12:00 12:30 a.m. (Repeat*)	DeSoto Motor Co.
Great Gildersleeve	Wed.	9:30-10:00 p.m. (Playback for Standard Time stations)	Kraft Foods Co.
You Bet Your Life	Wed.	10:00-10:30 p.m. (Playback for Standard Time stations)	DeSoto Motor Co.
Young Widder Brown	Thu., Fri.	4:30- 4:45 p.m.	Sterling Drug
Woman in My House	Thu., Fri.	4:45- 5:00 p.m.	Manhattan Soap Co.
Just Plain Bill	Thu., Fri.	5:00- 5:15 p.m.	Whitehall Pharmacal Co.
Front Page Farrell	Thu., Fri.	5:15- 5:30 p.m.	Whitehall Pharmacal Co.
Doctor's Wife	Thu., Fri.	5:45- 6:00 p.m.	Ex-Lax Inc.
Welcome Travelers	Thu., Fri.	6:00- 6:30 p.m. (Repeat*)	Procter & Gamble Co.
Dr. Paul	Thu., Fri.	6:30- 6:45 p.m. (Repeat*)	Wesson Oil & Snowdrift
Three Star Extra	Thu., Fri.	6.45- 7:00 p.m.	Sun Oil Co.
Dial Dave Garroway	Thu., Fri.	6.45- 7:00 p.m. (Repeat*)	Armour & Co.
Pure Oil News Time	Thu., Fri.	7:00- 7:15 p.m.	Pure Oil Co.
News of the World	Thu.	7:30- 7:45 p.m.	Miles Labs
One Man's Family	Thu.	7:45- 8:00 p.m.	Miles Labs
Dragnet	Thu.	9:00- 9:30 p.m.	Liggett & Myers Tobacco Co.
Counterspy	Thu.	9:30-10:00 p.m.	Gulf Oil Corp.
Segment of Night Beat	Thu.	10:00-10:15 p.m.	Pabst Sales Co.
Dragnet	Thu.	12:00-12:30 a.m. (Repeat*)	Liggett & Myers Tobacco Co.
Bob and Ray	Thu., Fri.	12:30-12:45 p.m. (Playback for Standard Time stations)	Colgate-Palmolive-Peet Co.
Dial Dave Garroway	Thu., Fri.	12:45- 1:00 p.m. (Playback for Standard Time stations)	Armour & Co.
Mario Lanza	Fri.	10:00-10:30 p.m. (Repeat*)	Coca-Cola Co.
Bob and Ray	Fri.	12:00-12:15 a.m. (Repeat*)	segment Pabst Sales Co.
Bob and Ray	Fri.	9:30- 9:45 p.m. (Playback for Standard Time stations)	segment Pabst Sales Co.
Mario Lanza	Fri.	10:00-10:30 p.m.	Coca-Cola Co.
National Farm & Home Hour	Sat.	1:00- 1:30 p.m.	Allis-Chalmers Mfg. Co.
Mary Lee Taylor	Sat.	2:00- 2:30 (Repeat*)	Pet Milk Co.
National Farm & Home Hour	Sat.	2:30- 3:00 (Repeat*)	Allis-Chalmers Mfg. Co.

*Repeat usually but not always covers Mountain and Pacific Time Zones.

ABC-TV Network Cancellations

(Wed., July 23 - Fri., July 25)

Program	Day	Time (NY)	Sponsor
Adventures of Ellery Queen	Wednesday	9:00- 9:30 p.m.	Bayuk Cigars
The Lone Ranger	Thursday	7:30- 8:00 p.m.	General Mills & American Bakeries (southeast)
A Date With Judy	Thursday	8:00- 8:30 p.m.	American Chicle Co.
Chance of a Lifetime	Thursday	8:30- 9:00 p.m.	P. Lorillard & Co.
Space Cadet	Friday	6:30- 6:45 p.m.	Kellogg Co.
The Stu Erwin Show	Friday	7:30- 8:00 p.m.	General Mills
Tales of Tomorrow	Friday	9:30-10:00 p.m.	C. H. Masland & Son

CBS-TV Network Cancellations

Program	Day	Time	Sponsor
Love of Life	Fri.	12:15-12:30 p.m.	American Home Products Co.
Search for Tomorrow	Mon., Fri.	12:30-12:45 p.m.	Procter & Gamble Co.
Garry Moore	Tue., Thu.	1:30- 2:30 p.m.	General Electric Co.
Guiding Light	Mon. thru Fri.	2:30- 2:45 p.m.	Procter & Gamble Co.
My Little Margie	Mon.	9:00- 9:30 p.m.	Philip Morris Co.
Who's There?	Mon.	9:30-10:00 p.m.	General Foods Corp.
Summer Theatre	Mon.	10:00-11:00 p.m.	Westinghouse Electric Co.
Chronoscope	Mon., Wed., Fri.	11:00-11:15 p.m.	Longines-Wittnauer Watch Co.
Crime Syndicated	Tues.	9:00- 9:30 p.m.	Schick Razor Co.
Suspense	Tues.	9:30-10:00 p.m.	Electric Auto-Lite Co.
Danger	Tues.	10:00-10:30 p.m.	Block Drug Co.
Strike it Rich	Wed.	9:00- 9:30 p.m.	Colgate-Palmolive-Peet Co.
The Hunter	Wed.	9:30-10:00 p.m.	R. J. Reynolds Tobacco Co.
Blue Ribbon Bouts	Wed.	10:00-10:45 p.m.	Pabst Sales Co.
Sports Spot	Wed.	10:45-11:00 p.m.	General Cigar Co.
CBS News	Thu.	7:30- 7:45 p.m.	American Cigarette & Cigar Co.
Music Hall	Thu.	7:45- 8:00 p.m.	Lever Brothers Co.
Big Town	Thu.	9:30-10:00 p.m.	Lever Brothers Co.
Racket Squad	Thu.	10:00-10:30 p.m.	Philip Morris Co.
I've Got a Secret	Thu.	10:30-11:00 p.m.	Toni Co.
Footlight Theatre	Fri.	9:30-10:00 p.m.	General Foods Corp.
Police Story	Fri.	10:00-10:30 p.m.	Pearson Pharmacal Co.

NBC-TV Network Cancellations

Program	Day	Time (N.Y.)	Sponsor
Big Payoff	Mon., Wed., Fri.	3:00- 3:30 p.m.	Colgate-Palmolive-Peet Co.
Lights Out	Mon.	9:00- 9:30 p.m.	Pearson Pharmacal Co.
Robert Montgomery	Mon.	9:30-10:30 p.m.	American Tobacco Co.
Matinee in New York	Tues. thru Fri.	4:00- 4:15 p.m.	Procter & Gamble Co.
Matinee in New York	Wed., Fri.	4:15- 4:30 p.m.	Andrew Jergens Co.
Matinee in New York	Fri.	4:45- 5:00 p.m.	Toni Co., Div. of Gillette
Boss Lady	Tues.	9:00- 9:30	Procter & Gamble Co.
Circle Theatre	Tues.	9:30-10:00 p.m.	Armstrong Cork Co.
Original Amateur Hour	Tues.	10:00-10:45 p.m.	P. Lorillard Co.
Bob Considine	Tues.	10:45-11:00 p.m.	Mutual Benefit, Health & Accident Assn.
Kraft TV Theater	Wed.	9:00-10:00 p.m.	Kraft Foods Co.
Hawkins Falls	Thurs., Fri.	5:00- 5:15 p.m.	Lever Bros. Co.
Howdy Doody	Thurs., Fri.	5:30- 5:45 p.m.	Kellogg Co., Welch Grape Juice Co.
Best of Groucho	Thurs.	8:00- 8:30 p.m.	DeSoto-Plymouth Dealers
Gangbusters	Thurs.	9:00- 9:30 p.m.	Liggett & Myers Tobacco Co.
Mister Peepers	Thurs.	9:30-10:00 p.m.	Ford Motor Co.
Martin Kane	Thurs.	10:00-10:30 p.m.	U. S. Tobacco Co.
Ask Me Another	Thurs.	10:30-11:00 p.m.	Ethyl Corp.
Campbell Playhouse	Fri.	9:30-10:00 p.m.	Campbell Soup Co.
Summer Sports Reel	Fri.	10:00-10:30 p.m.	Gillette Safety Razor Co.
Greatest Fights	Fri.	10:30-10:45 p.m.	Chesebrough Mfg. Co.

GOP CONVENTION OUTDREW DEMO SESSIONS

According to Pulse TV Survey of New York Area

REPUBLICAN National Convention telecasts attracted more viewers in the New York metropolitan area than the Democratic convention did by more than a third, Dr. Sydney Roslow, director of Pulse, reported last week. Summarizing results of special door-to-door personal interview survey of 12,500 TV homes, during the two conventions, Dr. Roslow said that the GOP sessions had average ratings of 43.0 at night, 16.5 in the afternoon. The Democrats averaged 32.0 in the evening, 12.2 in the afternoon.

The Democrats were handicapped, Dr. Roslow commented, by three factors affecting the New York audience: The long heatwave which kept many people out of doors until late in the evening, greater baseball competition and the fact that the Republican convention came first.

Interest of the New York TV families in the conventions is shown, Dr. Roslow reported, by the 43.0 rating for the GOP evening sessions which topped peak winter ratings of any program televised in New York and by audiences for the New York stations covering the conventions well above their normal summer levels. Pulse survey for the week of June 27 showed a combined rating of 8.2 daytimes, 32.0 nighttimes, for the four stations—WJZ-TV, WCBS TV, WNBT (TV), WABD (TV)—which for the Republican convention the next week more than doubled the daytime viewers and increased the nighttime audience by more than a third.

Women viewers outnumbered the men for both conventions and for the evening as well as the daytime hours, Pulse found, reporting the audience composition as follows:

VIEWERS PER 100 SETS

	DAY SESSIONS		NIGHT SESSIONS	
	Repub.	Demo.	Repub.	Demo.
Women	94	85	96	93
Men	39	47	89	84
Children	20	19	26	19
TOTAL:	153	151	211	196

Night by night Pulse ratings, covering the period from the start of the evening sessions until 11 p.m. and so missing some of the most dramatic parts of both conventions, ran as follows:

	Republican	Democratic
Mon.	43.8	36.8
Tues.	45.2	20.4 (a)
Wed.	44.0	29.4
Thurs.	44.0 (a)	34.0
Fri.	37.9 (b)	39.4 (a)

(a) Competed with night baseball.
(b) 7-9:30 .m.

EXECUTIVES Radio-TV Services, Larchmont, N. Y., has issued a new edition of its semi-annual "Time Buyers Register." The publication, which identifies the specific buyer of radio and TV time for each account, is priced at $15.00 per copy.

"WITH THE COMPLIMENTS OF WHO, MA'AM!"

Yes — that headline is misleading. Rather than giving premiums or prizes here at WHO, we are building tremendous good-will by helping various community organizations throughout Iowa to get some of the things they want. New dishes for the P.T.A. Uniforms for the High School Band. Christmas toys for various child-welfare groups. Etc., etc., etc.!

For instance, we quote from the Britt, Iowa *News-Tribune* of March 5, 1952:

> **"It is evidently worth something to fill WHO talent performers with a good duck dinner to get the best results in entertainment. Mrs. O. W. Friedow took the personnel of the WHO Talent Show to her country home and served them a fine duck dinner Thursday evening just before their appearance at the school auditorium in a show sponsored by the Congregational Workers Guild. At the auditorium, a stream of folks moved into the lobby and 'crashed' the doors as early comers. By 7:15 the main auditorium was filled and the bleachers offered the next-best 'roost', after which chairs were carried in to take care of the overflow. About 700 people were seated. The various songs and farces followed one after another without any intermission. The crowd was kept in an uproar of laughter for two hours. The Workers Guild was well pleased with both entertainment and receipts."**

Just a local news item — but *full* of the stuff that makes loyal and friendly listeners for WHO — *responsive* listeners for WHO advertisers.

WHO shows are produced in Iowa communities under auspices of local *non-profit* organizations. This has been going on for *years.* WHO has helped hundreds of community groups to raise money for local needs, with the result that literally *tens of thousands* of families have become our personal friends.

Is it any wonder that WHO is listened-to regularly by 69.4% (daytime) of all radio families in Iowa? For the complete, amazing story, contact WHO or Free & Peters!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Transfer Week

(Continued from page 30)

are major radio properties which have been in operation over 25 years. WCCO was started by the Washburn Crosby Co. as a 500 w outlet in 1925, with studios in the Oak Grove Hotel. Originally the Minneapolis Civic and Commerce Assn. and the St. Paul Civic Assn. shared ownership but dropped out in 1926.

WTCN was launched in 1925 as WRHM. It operates on 1280 kc with 5 kw day and 1 kw night. WTCN-TV operates on Channel 4 with effective radiated power of 17.9 kw visual and 9.2 kw aural, programming from 9 a.m. to 1 a.m. WCCO operates with 50 kw on 830 kc.

Approval of the KOTV (TV) Tulsa transfer application gives control of 85% of that station to J. D. Wrather Jr. and his mother, Mrs. Mazie Wrather, for $1,629,000. Mr. Wrather is an independent oil operator and also has produced some motion pictures. He is married to motion picture actress Bonita Granville. He maintains business headquarters in Dallas, but his home is in West Los Angeles, Calif. Retaining her present 15% interest in the TV outlet is Helen M. Alvarez, who also is general manager of the station.

The KTOK Oklahoma City, Okla., transfer gives four Texas radio and newspaper men their first station in another state. Buying the 5 kw station on 1000 kc are Wendell Mayes, president and major stockholder in KBWD Brownwood, Tex., and KNOW Austin, and 25% owner of KFDA Amarillo; C. C. Woodson, 95% owner of *Brownwood* (Tex) *Bulletin* and other Texas and Florida newspapers; Charles B. Jordan, vice president and general manager of the Texas State Network and vice president of KABC San Antonio, KFJZ Fort Worth, KIRO McAllen and WACO Waco and 25% owner of KFDA, and Gene L. Cagle, 34% owner and president of Texas State Network and KABC, KFJZ, KRIO and WACO and 25% owner of KFDA.

SAG-FPA PARLEY

May Sign Pact This Week

SCREEN ACTORS GUILD and the Film Producers Assn. of New York Inc. had reached no agreement on a new contract by the end of the week after three negotiation sessions at the Algonquin Hotel. SAG Executive Secretary Florence Martson said another meeting has been scheduled for tomorrow (Tuesday).

Mrs. Martson emphasized that "no serious disagreement" exists between the association and the union and added that a contract similar to the one negotiated with Hollywood producers [B•T, July 14] may be signed by the end of this week. The contract will cover actors in theatrical and television films, Mrs. Martson said, and will apply to some 800 persons regularly empolyed in the New York area.

FINAL negotiations for full ownership of WAPO Chattanooga by Ramon G. Patterson (c) are completed with Ray V. Hamilton (l), partner, Blackburn-Hamilton, station brokerage firm, and Mr. Patterson's sister, Mrs. Louise P. Pursley. Mr. Patterson, heretofore half-owner, bought the remaining half-interest from Mrs. Pursley, reportedly for $165,000. Mrs. Pursley owns WKAB Mobile, Ala.

540 KC CASE

FCC Receives Comments On Band Proposal

TWO endorsements and one warning were filed with the FCC by the July 28 deadline for comments on the proposal to add 540 kc to the standard broadcasting band [B•T, June 23].

Supporting the Commission's proposition to make 540 kc a Class II frequency, with power range from 250 w to 50 kw, were Midland Broadcasting Co. (KMBC Kansas City) and NARTB [CLOSED CIRCUIT, July 28].

Admonition that the Commission use care in assignments on 540 kc was made by the National Federation of American Shipping.

Midland "strongly endorses" the Commission's proposal, its comments filed last week said. It called attention to its long continued interest in the addition of 540 kc to the standard broadcast band, and stated it was prepared to file an application for the use of that frequency at the appropriate time "to provide a broadcast service to the extensive rural areas of Kansas and adjacent states."

Midland, which also operates KFRM on 550 kc daytime only with 5 kw directional at Concordia has pending an application for special service authority to operate on 540 kc there. KFRM now duplicates KMBC programs.

Two weeks ago, NARTB gave full support to the Commission's proposal.

Warning, sounded by the shipping federation, suggested that care be taken in the assignments of station, and the powers permitted to stations on 540 kc. It recommended that other precautions be taken as well because the frequency is close to 500 kc, international distress frequency.

Commission's proposal followed the assignment of 540 kc to the broadcast band at the 1947 Atlantic City treaty meeting, and the establishment of that frequency as a Canadian clear in the latest NARBA revision. The channel has been used with 50 kw by CBK Watrous, Saskatchewan (Canada) since 1938. In 1948, Mexico notified NARBA countries that XEWA planned to use the frequency at San Luis Potosi with 150 kw, but it is not believed the station even began to reach that power.

The Commission's proposal noted that 540 kc is near the 500 kc international distress frequency, but observed that marine services have been on notice since 1947 that 540 kc was to be allocated to the broadcast band—now ranging from 550 kc to 1600 kc.

The Commission also pointed out that recommended standards for auto-alarms used on shipboard were made more rigid under the terms of the Safety of Life at Sea Convention, which becomes operative in November.

Auto-alarms are devices which sound a call when a signal is received on 500 kc.

License Procedure

TO SIMPLIFY paper work for itself and stations, FCC last week announced an administrative change in its temporary processing procedure by amending Sec. 1.384 of its rules. Henceforth, a station's license will continue in effect after its expiration date providing the licensee has pending before the Commission a timely application for renewal. The expired license would continue in effect until FCC took action on the renewal request. This change, in conformity with the Administrative Procedure Act, precludes the necessity of the Commission to issue frequent temporary extensions of license until renewal action is taken.

CBS Rate Showdown

(Continued from page 23)

to retain more revenue locally.

On Aug. 12 the committee will report to the full affiliates convention in closed session, without the presence of CBS executives, who will be asked to stand by for an appearance if the group desires it.

Members of the affiliates committee attending Tuesday's meeting were: Mr. Storer; Victor A. Sholis, WHAS Louisville; John Patt, Goodwill Stations; John E. Fetzer, WKZO Kalamazoo; I. R. Lounsberry, WGR Buffalo (also chairman of the Columbia Affiliates Advisory Committee); Kenyon Brown, KWFT Wichita Falls, Tex.; Saul Haas, KIRO Seattle; Ray Herndon, KRRH Houston; William B. Quarton, WMT Cedar Rapids. Hulbert Taft, WKRC Cincinnati, tenth member, is in Europe.

CBS was represented at the meeting by Frank Stanton, CBS president; Joseph H. Ream, executive vice president (who retired last Friday); Richard S. Salant, vice president and general executive; Adrian Murphy, president, CBS Radio network; Herbert V. Akerberg, CBS stations relations vice president.

NEW 45 RPM

RCA Victor Plans

NEW longer playing 45 rpm record will be issued soon, RCA Victor announced last week at the end of the National Assn. of Music Merchants convention in New York. Selections and prices of the extended playing records will be announced Aug. 15 at RCA Victor distributor and dealer meetings.

The new records will permit the playing of longer selections on each side of the 45 rpm discs and will reduce the number of records in album collections, it was said.

Paul A. Barkmeier, vice president in charge of RCA Victor's record department, said the new records are the same size as the present ones. They also use the same speed and turntable as at present, he said. They will play up to eight minutes per side, he explained. Present 45 rpm records play about 2½ minutes on the average, although some run to 7 minutes.

Columbia Records spokesman, whose company pioneered the long playing 33⅓ rpm record, said that if the public responds favorably to the new RCA Victor 45 rpm record, Columbia will bring out a similar record.

Diathermy Amendment

AN FCC amendment effective Aug. 4 deletes necessity of a completely shielded room or space for diathermy equipment, radiation of which interferes with radio and TV communication, and requires only sufficient shielding to limit radiation to a maximum of 15 microvolts per meter at distance of 1,000 ft. from equipment.

XUM

Like ham goes with eggs

Low-cost results and W-I-T-H go together just like ham and eggs. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

upcoming

Aug. 4-7: Mid-South Audio Show, Peabody Hotel, Memphis, Tenn.

Aug. 6: Special RTMA committee meets on educational TV, RCA Hdqs., New York.

Aug. 12: NARTB's convention committee meets, NARTB Hdqrs., Washington.

Aug. 12: CBS Radio Affiliates meeting, Chicago.

Aug. 15: NARTB's "Register and Vote" campaign begins.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 15-16: West Virginia Broadcasters Assn. meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 17-24: Educational Television Workshop, Iowa State College, Ames, Iowa.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 27-29: Institute of Radio Engineers, West Coast show and convention, Long Beach, Calif.

Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.

Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.

Sept. 5: BAB Sales Clinic, Chicago.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-12: NARTB District 14, Cosmopolitan Hotel, Denver.

Sept. 11-13: Western Assn. of Broadcasters annual meeting, Jasper, Alta.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 12-13: Advertising Federation of America District 7, Thomas Jefferson Hotel, Birmingham, Ala.

Sept. 12-14: N. Y. State Chapter of American Women in Radio and TV annual meeting, Cornell U., Ithaca, N. Y.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.

Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 18-19: NARTB District 13, Hotel Texas, Ft. Worth.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-23: NARTB District 10, The Elms, Excelsior Springs, Mo.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-26: NARTB District 9, Hotel Plankinton, Milwaukee.

Sept. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 2-3: NARTB District 4, Hotel Carolina, Pinehurst, N. C.

Oct. 6-7: NARTB District 5, Hotel Biltmore, Atlanta.

Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Washington.

Oct. 9-10: AAAA Central Council fall regional convention, Drake Hotel, Chicago.

Oct. 9-10: NARTB District 6, Hotel Peabody, Memphis.

Oct. 11-13: Women's Adv. Clubs annual Mid-West inter-city conference, Hotel Morton, Grand Rapids, Mich.

Oct. 13-14: NARTB District 3, Hotel Penn-Harris, Harrisburg, Pa.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 16-17: NARTB District 2, Westchester Country Club, Rye, N. Y.

Oct. 17-19: Southeastern District, National Assn. of Radio Farm Directors convention, Winston-Salem, N. C.

Oct. 20: Theatre TV hearing begins, FCC.

Oct. 20-21: Adv. Fed. of America Fifth District meeting, Ft. Hayes Hotel, Columbus, Ohio.

Oct. 20-21: NARTB District 1, Hotel Statler, Boston.

Oct. 20-23: Financial Public Relations Assn. annual convention, Coronado, Calif.

Oct. 20-22: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 28-29: AAAA Eastern Conference (New York, New England & Atlantic Councils) fall regional convention, Roosevelt Hotel, New York.

Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

FUNCTIONAL MUSIC *Legal Issue Pends Despite Renewals*

ALTHOUGH FCC has renewed without comment the licenses of 17 functional music and transit radio stations, members of the Commission staff last week indicated this does not necessarily mean the FCC has reversed itself and decided the specialized FM services are properly a broadcasting function.

What the action may mean, one spokesman stated, is that FCC considers the legality question one of a broad general nature and hence should no longer continue under temporary license the several stations whose renewal bids were pending. Speculation was advanced that FCC still may call for a general rule-making hearing to resolve the functional music issues.

Stations Renewed

The functional music and transit radio stations renewed included: **KRKD-FM Los Angeles; WBNY-FM Buffalo; WFMF (FM) Chicago; WKJF (FM) Pittsburgh; WLDM (FM) Oak Park, Mich.; WLRD Miami Beach, Fla.; WMMW-FM Meriden, Conn.; WGHF (FM) New York; WNAV-FM Annapolis; WEAW (FM) Evanston, Ill.; KCMO-FM Kansas City; KXOK-FM St. Louis; WGTR (FM) Paxton, Mass.; WKRC-FM Cincinnati; WLYN-FM Lynn, Mass.; WTOA (FM) Trenton, N. J.; WWDC-FM Washington, D. C.**

It was early last year that the Commission declared the functional music operations of WFMF, WLRD., WACE-FM Chicopee, Mass., and KDFC (FM) Sausalito, Calif., violate the Communications Act, a fact denied by the stations and protested by a large number of such other outlets [B•T, April 16, March 12, Feb. 5, 1951]. Since that time, one of the four, WACE-FM, has ceased operation. KDFC, operating under its original construction permit, has a license application still pending before the Commission.

Two months ago, transit radio won out in the Supreme Court over the free speech issue [B•T, June 2], but Commission spokesmen explained this still does not settle whether or not transit radio is properly a broadcasting service within the meaning of the Commission rules or the Communications Act.

Possibilities Noted

On the other hand, it was pointed out that the renewal actions could be interpreted to mean the Commission has considered that the stations have been "operating in the public interest" and a renewal was in order. Such an interpretation could be extended to mean the functional music issue is dead, it was noted by one source, but the possibility of this was not widely supported.

Meanwhile, the Transit Riders Assn. Inc. of Washington, D. C., one of the community factions which pressed the WWDC-FM "captive audience" appeal to the courst, announced last week it has retained radio attorney Carl L. Shipley of Washington as counsel to file a protest with FCC respecting the WWDC-FM renewal. A petition for reconsideration of the renewal is expected to be filed with the Commission within the next fortnight.

IN LOBBY of new WCAU Radio-Television Center are (l to r) Charles Vanda, WCAU vice president in charge of TV; Alex Griffin, radio-TV director, Al Paul Lefton Co., and Donald W. Thornburgh, president-general manager, WCAU-AM-FM-TV Philadelphia. More than 200 advertising executives have visited the new center [B•T, July 28].

Operator Rule Support

(Continued from page 31)

to FCC rule making proceedings on the NARTB request for authority to use restricted operators and to have remote control of transmitters for any part of AM and FM operations which are nondirectional with power of 10 kw or less.

Success in having these proposals adopted is of primary importance to many broadcasters. But success requires effort, particularly because of a development I want forcefully to bring to the attention of every broadcaster.

Radio operators have been sent misleading and "scare" statements based upon an inability or unwillingness to understand the NARTB's proposal. Operators have been told, among other things, within one year or less they will have no jobs if the NARTB's proposal is adopted by the FCC. Operators have been urged to write the Commission opposing the NARTB's proposal and also to write or wire their Senators or Congressmen about this.

Many operators have accepted this misinformation as fact. The FCC and some Senators and Congressmen have received strong letters from many operators, including some stations' chief engineers, attacking the NARTB's proposal.

Broadcasters *must* show their interest and correct the misimpression created if they want the sound benefits sought by the NARTB. Our proposal is *not* to eliminate any station's engineering staff. Our proposal *is* an effort to bring the FCC requirements in line with the art of broadcasting by getting the FCC to recognize the reliability and stability of equipment and adopt rules which will permit station management to meet their responsibility to serve their audiences' best interests. We think you should be free to employ a staff with the qualifications that will permit you to meet your obligation to offer the best possible program service, consistent with maintaining all present engineering standards. We want neither to make nor destroy job opportunities—we want only to make progress. We want that progress to include realistic operator requirements. We also want that progress through a recognition that transmitters for nondirectional use up to 10 kw can readily be operated by remote control.

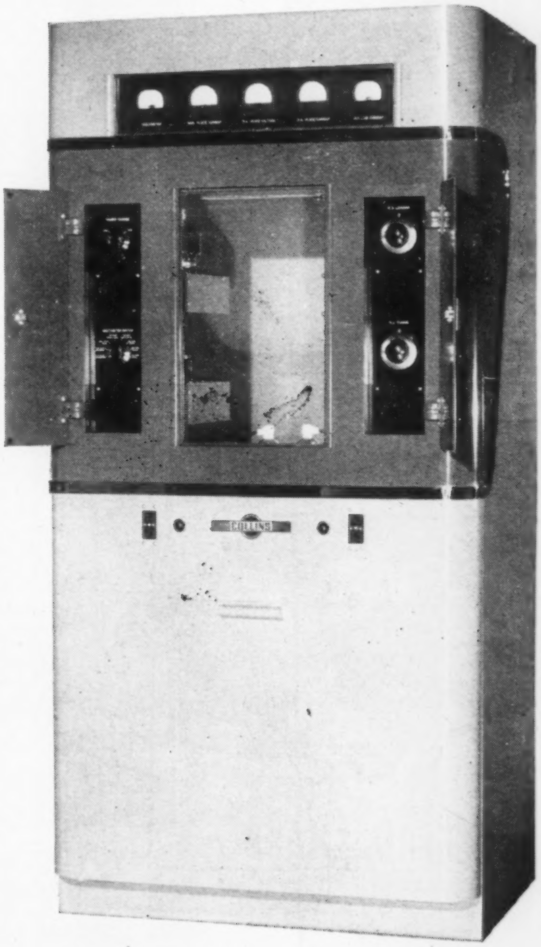
Some broadcasters have written sound supporting statements to the FCC. All others who believe the Commission should adopt the rules the NARTB has proposed should do the same. Comments supporting the NARTB proposal are to be filed by August 4 with the FCC. You have until August 24 to file replies to what others have said. I think you should also be assured that your Senators and Congressmen are not misled by the misinformation being circulated.

Cadogan to BBC Post

SIR ALEXANDER CADOGAN last week was named new board chairman of British Broadcasting Corp., succeeding Lord Simon of Wythenshawe. Sir Alexander will take office in "the near future," effective date to be announced later. Lord Simon's future plans were not revealed. According to BBC spokesmen, one of Sir Alexander's first jobs will be to appoint a successor to Sir William Haley, present BBC director-general, who is resigning in September to become editor of the London *Times*.

RECORDING industry has cooperated with the Dept. of Defense in a program to recruit women for the armed services. Companies planned special release of song, "The Girls Are Marching," with disc jockeys and juke box operators asked to join in a promotion campaign. Among firms taking part are RCA Victor, Columbia, Mercury, MGM, and Decca. Royalties and profits are donated to Korean veterans hospitals.

There's More than meets the eye!



PREMIUM PERFORMANCE — Guaranteed by advanced engineering research and design.

ASSURED DEPENDABILITY — Simplified circuitry and control system

MAXIMUM ECONOMY — Lower initial, maintenance and operating cost

There's more than meets the eye in the Collins 20V one kw broadcast transmitter. Contained in its handsome two-toned grey cabinet are exclusive Collins engineered features that mean . . . *SUPERIOR* performance — *LOWER* initial cost — *MINIMUM* operating and maintenance costs — and *MAXIMUM* dependability.

The 20V is entirely contained in a *single* ruggedly constructed cabinet which occupies up to 75 *per cent* less space than ordinary one kw transmitters. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components, and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins consistency in Engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment.

Collins can serve your broadcasting needs best. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

1930 Carpenter Boulevard
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

Radio-TV Names in Candidates' Camps

(Continued from page 25)

the NARTB Radio Board. He was elected director for the 1952-53 term by NARTB earlier this year. He also was president of the Michigan Assn. of Broadcasters in 1950.

In addition to his management of WSOO, Mr. Pratt is president of the Northern Network, a regional hookup also comprising WMIQ Iron Mountain and WDMJ Marquette.

Appointment of Kudner Agency was announced by Robert Humphreys, new GOP committee publicity director, at the direction of Chairman Summerfield. It was announced that the agency "is already at work on the development of radio and television programs, and will handle all timebuying."

Handled Taft Campaign

It was noted that Kudner had handled "the highly successful 1950 campaign in Ohio of Sen. Taft, which resulted in his sweeping re-election by a majority of 431,000." The GOP National Committee had engaged BBDO for the 1948 Presidential campaign.

It also was learned authoritatively that Chairman McKinney has asked Mr. Reinsch, on leave from the Cox Radio-TV properties, to remain in his present post through the November elections. It was understood that the committee has requested former Gov. James Cox, president of certain newspaper-broadcast operations (Mr. Reinsch is managing director of the radio-TV properties), to approve an extension of Mr. Reinsch's tenure as special TV consultant.

Mr. Reinsch, former radio adviser to President Truman, would handle all television matters pertinent to the Stevenson-Sparkman campaign. He works directly with Ken Fry, radio-TV director of the national committee, and executives of the Katz agency. He received commendation for his handling of the Democratic National Convention which actually took on the nature if not the title of production manager.

Mr. McKinney, a stockholder in WISH Indianapolis and a principal in a TV application for that city, has been asked by Gov. Stevenson to stay on in his post "for the time being."

Radio-TV aspects of post-convention planning had not jelled last week in either political camp, pending organizational meetings of the Republicans in Denver and Democrats in Chicago.

The Democratic Party is on record as already having negotiated "hundreds of thousands of dollars" worth of major radio-TV network time [B•T, June 23]. Mr. McKinney has stressed the importance of radio-TV in the pre-election fight and said that over 25 hours of time had been purchased. It was indicated, however, that this total would be increased with commitments still to be made.

Besides speeches by Gov. Stevenson and Sen. John Sparkman (D-Ala.), Democratic Vice Presidential candidate, President Truman is expected to make some whistle-stop talks on radio and TV. Gov. Stevenson, who announced he will campaign while retaining the governorship in Illinois, has promised he will run his own campaign.

Has Radio Interests

An eloquent speaker in his own right, the Governor has more than a passing interest in radio-TV broadcasting. He has one-quarter interest in the *Bloomington* (Ill.) *Pantagraph*, which owns WJBC-AM-FM there under license to Bloomington Broadcasting Corp.

Gov. Stevenson also has 2.5% interest in Sangamon Valley Television Corp. (WTAX-AM-FM), Springfield, Ill., which is a TV applicant for VHF Channel 2 there. Last week, however, he was reported to have decided to dispose of this interest as he felt it improper, as a Presidential candidate, to be associated with an applicant before the FCC. WTAX owns 32.5% of Sangamon. His Secretary of State in Illinois, Edward J. Barrett, holds 10% in a competing TV application.

On the GOP side, Gen. Eisenhower and his brothers also have been identified with radio. Dr. Milton S. Eisenhower, president of Penn State, was radio and later public information director for the Dept. of Agriculture during the Hoover Administration. Another brother, Earl, is a minority stockholder of WESA Charleroi, Pa. and WLIO East Liverpool, Ohio. He is an executive of West Penn Power Co.

Gen. Eisenhower, himself an effective radio-video speaker, has been identified with the broadcasting industry. He has been sought after in recent years as a speaker at numerous conventions, including NAB, and has lent his support to the Crusade for Freedom, with emphasis on increased radio activity overseas, and a stronger Voice of America information program. Additionally, his book, *Crusade in Europe*, was adapted for a television series.

Has Wide Support

The general has enjoyed campaign support from a number of personages, including Mr. Larmon of Young & Rubicam, and Sen. Seaton, associated with his family in ownership of KHAS Hastings, Neb., KMAN Manhattan, Kan., and KGGF Coffeyville, Kan. Sen. Seaton is special advisor to the GOP nominee.

There also was speculation as to whether Harry C. Butcher, Gen. Eisenhower's naval aide during World War II, would emerge on the general's organization staff. Mr. Butcher, former CBS vice president, is now owner of KIST Santa Barbara, Calif.

Mr. Summerfield is riding herd as national committee chairman and campaign manager for Gen. Eisenhower. How much money will be spent for radio and television could not be determined late last week since Eisenhower officials were engaged in a three-day Denver conference. The organization was expected to talk budget and other factors.

The GOP is shooting for a $4.8 million campaign chest covering Presidential, Vice Presidential and Congressional efforts. Once the budget is set, the GOP Finance Committee will give its okay.

Regardless of any decision, the national committee is expected to spend more than the $700,000 allocated for radio-TV during the '48 campaign. Use of TV alone will skyrocket this figure.

"We have a major appreciation of the value of radio and television and will spend accordingly," Edward T. Ingle, GOP radio-TV director, told BROADCASTING • TELECASTING last week. He termed radio as "still basic" and said the committee would make good use of reigonal availabilities. There is quite a bit of open network time during September, particularly on radio, according to Mr. Ingle.

Committee May Buy

Some time purchases now lined up may be taken over by the National Citizens-for-Eisenhower organization, which would circumvent the Hatch Act limitation of $3 million on campaign funds. By the same token, state, national and local organizations in the Democratic fold are expected to buy network time for certain candidates. The Democratic budget has been estimated as high as $2 million for radio-TV.

TV appearances run approximately $28,000 for a half-hour of so-called "open time" on a major video network, but could go higher —up to $46,000 or even $125,000— for each period if it were necessary to pre-empt a sponsored program. It is the Democrats' contention that they have realized appreciable savings along this line by negotiating early for time segments.

Meanwhile, both parties also were discussing sites for national committee headquarters. The GOP has leased space in the Hotel Washington, Washington, with a subsidiary branch in Chicago. The Democrats are planning to headquarter in Washington, too, reserving space in the Mayflower Hotel. It is possible that Gov. Stevenson might wish to maintain headquarters in Chicago, or at best a branch office. Both parties headquartered in New York in 1948.

Robert Humphreys, the new GOP publicity chief, replaces William Mylander, who resigned after the GOP convention. Mr. Humphreys formerly was publicity director of the GOP Congressional Committee, with responsibility for planning radio-TV aids to candidates and offering other help for their individual campaigns.

WANTED
FERN SHARP

Sponsors wanting to reach women listeners want Fern Sharp. "Fern's Faithful" are a large part of Central Ohio's Billion-Dollar market. They help their favorite by using the products she plugs. Proof? Her '52 annual needlework contest drew entries from all over WBNS' 24-county area. In fact, twice as many as last year . . . each one with a hand-sewn garment! Stick with WBNS for sales.

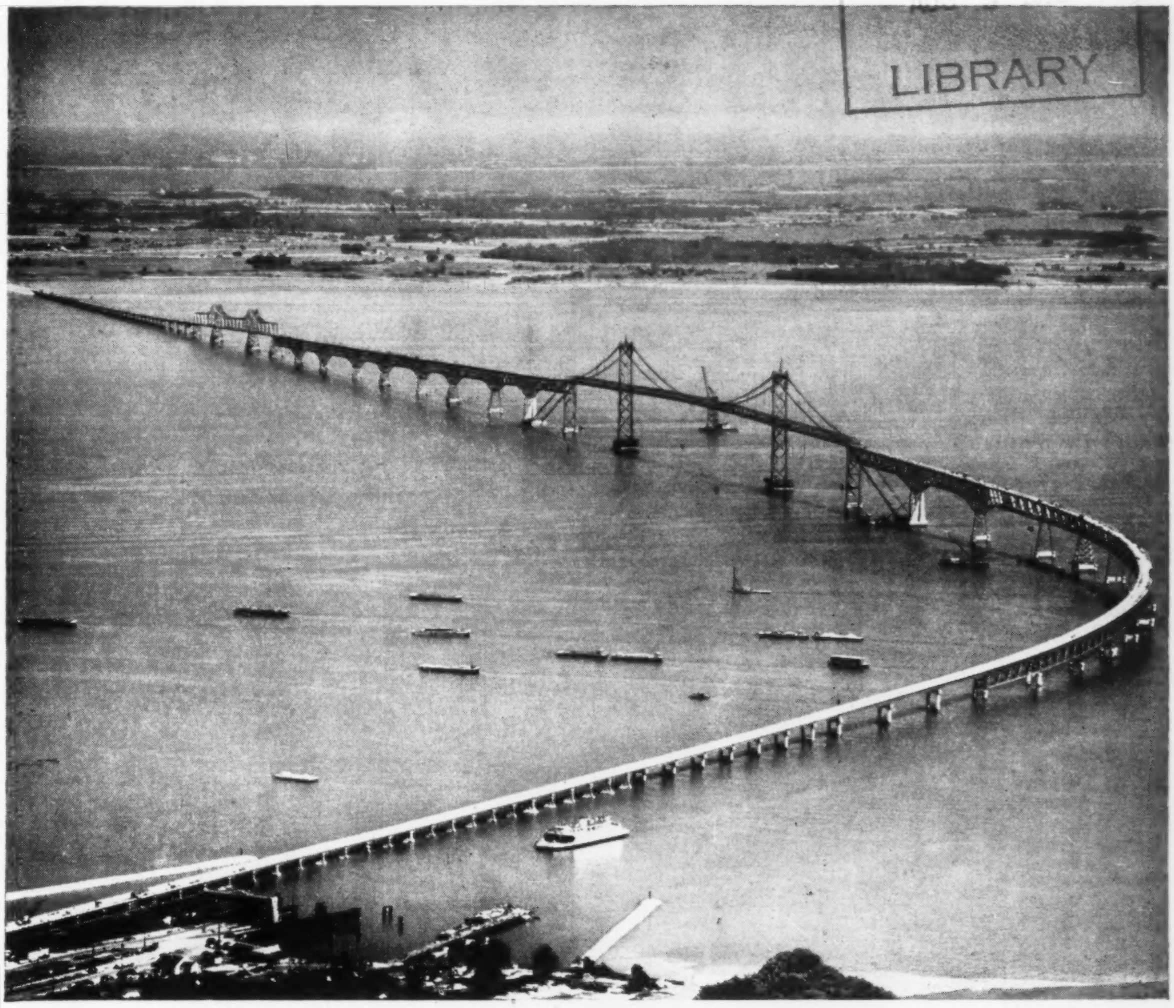
ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

UNI
OF
AUG 5
LIBRARY



J. E. Greiner Company, Baltimore, are designing and consulting engineers and supervisors of construction for the Chesapeake Bay Bridge.

Steel Spans the Chesapeake

New 4-mile Structure Connecting Mainland and Eastern Shore is Link in North-South Express Highway

One of the greatest structures ever built, the new Chesapeake Bay Bridge, marks the fulfillment of a dream cherished for many years. Its total length, including approaches, is 7¾ miles. It crosses at a point just above Annapolis, where the bay is four miles wide.

Vacationists will now drive quickly from their homes on the mainland to recreation spots on the Eastern Shore, while farmers and fishermen on the Del-Mar-Va peninsula will send their products across the span to markets in Baltimore and Washington. In addition, the bridge is a master link in the new express route, bypassing all urban areas, from New York to Washington and the South.

Bethlehem Steel erected the steel cables for the 1600-foot-long suspension span, and fabricated and erected the steel superstructure. The 33,000 tons of steel for the superstructure were produced mainly at our plants at Sparrows Point, Md., near Baltimore, and at Bethlehem, Pa. We fabricated the steel at the Pottstown, Rankin and Bethlehem works, as we have for many other great bridges, including the Golden Gate Bridge, at San Francisco, and the George Washington Bridge, which spans the Hudson River at New York City.

BETHLEHEM STEEL

BETHLEHEM STEEL

Strictly Business

(Continued from page 14)

coveragewise ever assembled for one sponsoring. Most recent example is the *Game of the Day* series on 133 MBS outlets in 22 states with Al Halfer and Dizzy Dean. In addition, Mr. Dean, the old baseball hero, whom Falstaff claims to have discovered in 1941, teams up with Bub Blattner to handle St. Louis Browns' games on a 22-station network in and around that city.

This comprehensive use of radio time accounts for over 500 hours each year of MBS baseball broadcasts and has been an annual campaign for Falstaff with the exception of two years since 1941.

Mr. Vollmer also has maintained a watchful eye on Falstaff TV advertising activities which include wrestling, baseball and mystery programs in Dallas, Fort Worth, San Antonio, Houston, Oklahoma City, New Orleans, Omaha, Memphis, Tulsa and Rock Island, Ill. Supplementing TV buys are radio spot coverage throughout Falstaff's usual 22-station sales area.

Mr. Vollmer left his Davenport home as a youth to attend Cornell U. in 1925 and then entered Harvard U.'s Graduate School of Business Administration, graduating with a master's degree in 1927. He returned to Iowa and opened a finance business. It closed when Davenport banks went on a prolonged and enforced "holiday" during the depression years. His next job was with the Drillers' Gas Co. of Wichita, of which he is still a director.

Then came his association with Columbia Brewing Co., the Blanton Co. and Falstaff ("Sing out for Falstaff").

Mr. Vollmer is a member of the St. Louis Advertising Club, the University Club of St. Louis, and Bellerive Country Club of Normandy, Mo. Among his fraternal memberships are those in Phi Delta Theta (which he joined at Cornell) and the Stapler's Club (at Harvard).

He married the former Jane Jones of Chanute, Kan. They have three daughters—Patricia, a graduate of Vassar College, and Mary and Jane, who are students at Mary Institute, St. Louis. Mr. Vollmer plays golf ("How can I call golf a hobby when I get to play once a year?") and likes photography.

CKEY Toronto has equipped its new special events truck with mobile portable power to allow on-the-spot coverage of events.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYRACUSE
570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York
NBC Affiliate • Headley-Reed, National Representatives

HILLY SANDERS, vice president for radio-TV, Dan B. Miner Co., Los Angeles, during Mexican vacation is flanked by a 121-pound sailfish (l) and a 77-pound sailfish, which is credited to her husband, Fred Levings, co-producer of ABC radio's *Cisco Kid*.

* * *

JOHN C. MULLINS, president, KPHO-AM-TV Phoenix, Ariz., exhibits results of a day of fishing near Oahu, Hawaii. Catch included a tuna and three mahimahis.

NEXT FM DRIVES

Set for Phila., Ala.

NEXT FM campaigns, sponsored by NARTB and RTMA, are scheduled for Philadelphia and the state of Alabama, it was announced last week.

Philadelphia's drive to "sell" the public on the worth of FM is planned for the month of October. The Alabama promotion will take place during November.

Thus far FM projects have been undertaken by the two organizations in North Carolina, Wisconsin, District of Columbia and upstate New York.

New FM campaigns will benefit from the experiences gained in the first four areas. NARTB reported. FM Director John Smith is preparing a detailed manual outlining (1) organization, (2) precampaign activities, (3) sample spots, programs and promotion, plus other special material.

MEDIA BUYING

Y & R Integrates Method

YOUNG & RUBICAM, New York, is the second major advertising agency in recent months to integrate its method of media buying so that one executive is responsible for all media on one account.

Previously, as in most agencies, the television and radio timebuying has been done by radio-TV experts and the print media space buying by print specialists.

Under the new plan at Y&R, an individual buyer will handle all media purchases for his assigned clients, including radio, TV, newspapers, magazines, etc. Each individual media buyer will be assigned several clients.

Benton & Bowles, New York, was the first advertising agency to install this method of streamlining media buying a few months ago.

Under the new plan at Young & Rubicam, the executive personnel under A. V. B. (Tony) Geoghegan, vice president and director, will comprise four associate directors: Frank Coulter, Thomas M. Hackett, W. E. Matthews and Henry L. Sparks.

The distribution of radio-TV accounts assigned to media buyers are as follows:

American Home Products to George G. Hoffman; Bigelow-Sanford to A. B. Pratt, with rugs and carpets handled by Lorraine Ruggiero and Glamourugs and Manorcrest by Russell A. Young; Borden Co., G. Kirk Greiner; Bristol-Myers, Martin Murphy; Cluett-Peabody (Arrow shirts, etc.), George Hoffman; (Sanforized Div.), Lorraine Ruggiero; Duffey Mott, Russell A. Young; General Cigar Co., Vance Hicks.

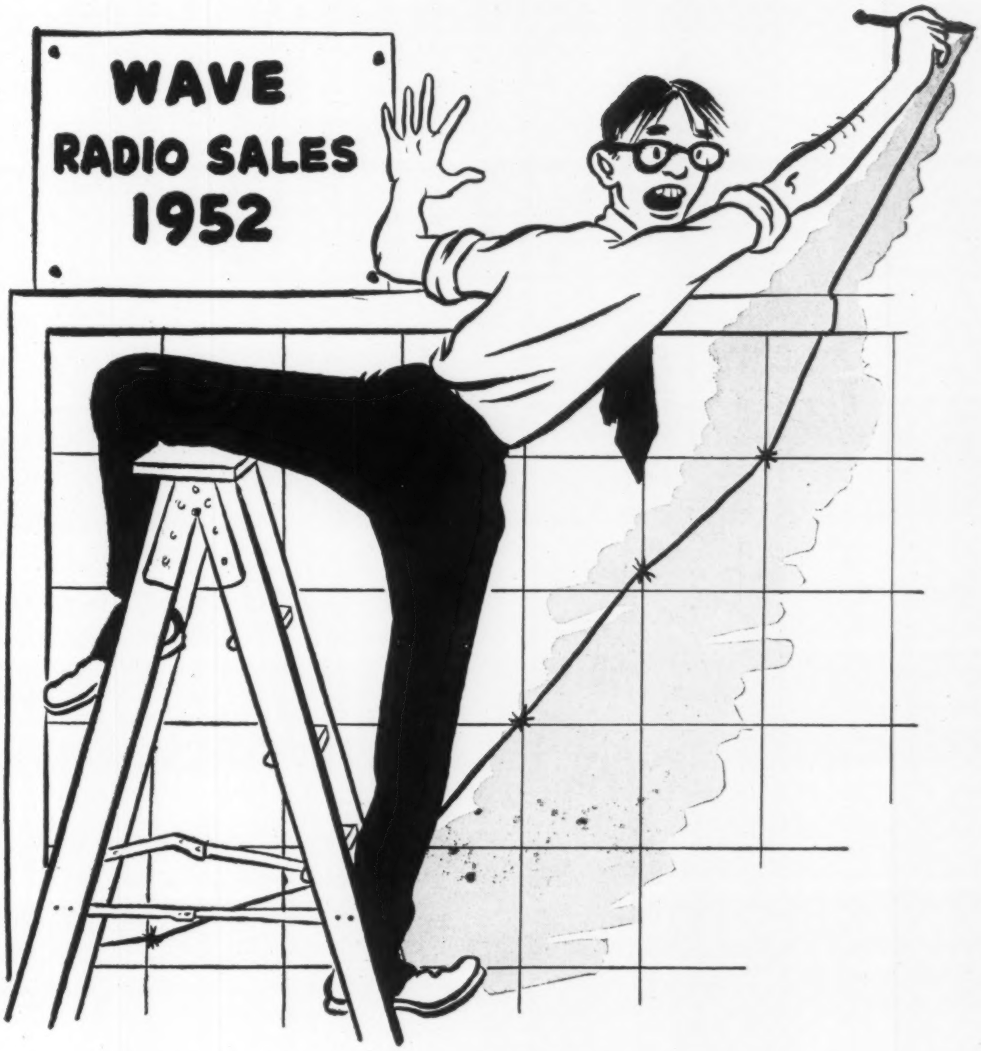
General Electric Co. (major appliance div.), Thomas Lynch, (small appliance div.), Vance Hicks; General Foods Co. (All Products Corp.), Joseph Lincoln, (Baker's coconut), Edwin J. Byrne, (Birds Eye Div.), Mr. Lincoln, (cereals), Martin Murphy, (Jell-O Products), William P. Dollard, (Minute products), A. B. Pratt, (Sanka Coffee), Lorraine Ruggiero; Goodyear Tire & Rubber Co., G. Kirk Greiner; Gulf Oil Co., Thomas Lynch.

International Silver Co., George Hoffman; Johnson & Johnson (baby products), John Flourney and (surgical dressings div.), Kirk Greiner; Lever Bros. Co. (Lipton Tea & Soup), William Dollard; Metropolitan Life Insurance Co., Frank Grady; Piel's Beer, Joseph Lincoln; Procter & Gamble (Cheer), Lloyd Harris, Florence Dart and William Mac Walker; Singer Sewing Machine Co., A. B. Pratt.

NARTB's Hardy Talks

RALPH W. HARDY, director of government relations for NARTB, spoke Friday at the banquet concluding the 11th annual NBC-Northwestern U. Summer Radio and TV Institute in Chicago. Judith Waller, NBC Chicago director of public affairs and education, and Donley Feddersen, chairman of the department of radio and television at N. U.'s speech school, who are co-chairmen of the institute, awarded 57 certificates to students completing the six-week course.

NATIONAL Safety Council has presented WHBC Canton, Ohio, with an award for outstanding public service in the interests of safety for 1951, and citation to Robert C. Fehlman, manager.



"Should I chop a hole in the ceiling, boss?"

WAVE'S national *radio* sales in the first five months of 1952 are up 41.68% over 1951—and 1951 itself was an excellent year for WAVE radio!

It's cause and effect, gentlemen. WAVE radio delivers an extremely high percentage of the 698,148 radio sets within 60 miles of Louisville—*can deliver 1,000 impressions for only 37c!*
Get all the facts from Free & Peters!

WAVE
LOUISVILLE

5000 WATTS • NBC •

Free & Peters, Inc., *Exclusive National Representatives*

WAVE STUDY

Points Up Local Baseball

SURVEY of nine stations carrying American Assn. baseball games, conducted by Program Director Jim Caldwell of WAVE Louisville, indicates radio audiences generally favor home town baseball, especially if the home team is winning.

Sponsors, too, like baseball, according to the study which reports seven stations quoted sponsors as saying baseball broadcasts had increased their business.

Breweries are among sponsors of games at seven stations, with exclusive sponsorship on five stations, the survey shows. Stations pay $10,000 to $32,500, or an average of $17,000 annually for broadcast rights. Exclusive of Toledo and Charleston, W. Va., which on June 23 were involved in a franchise transfer, and which brought the number of association cities where games are broadcast to 100%, the average number of years that stations have carried games is 19.

Seven stations carry all games live and complete, with one delaying games on AM and one running only recapitulations on Sunday. Two carry home games only, with one of these carrying games only three days a week. Three stations use FM, with two of these carrying all games complete and one carrying only the first game of doubleheaders.

Only telecasts: WFBM-TV Indianapolis carries most home Sunday games and WLWC (TV) Columbus carries eight or ten games a year. Other sponsors include a food canning firm, building and loan firm, auto dealer, auto accessory firm, radio-TV set distributor and gas and oil distributor.

Honors for Henry

INTERNATIONAL Olympic Committee last week awarded its Olympic diploma to radio TV newscaster Bill Henry for his official history of the Olympic games. Mr. Henry is the first American to be presented with the award which is given once every four years, NBC spokesmen said. Mr. Henry served as NBC-TV chief commentator at both Republican and Democratic National Conventions in Chicago.

book reviews . . .

HANDBOOK of Motion Picture Technique for Business Men. By Charles Curran. Times Square Productions Inc., 145 W. 45th St., New York 36. 53 pp. $2.50.

THIS paper-bound booklet, purpose of which is to guide the business man in making TV commercials or persons who contemplate making training, educational, informational, explanatory or entertainment films, is written to "take some of the mystery and hocus-pocus out of motion picture production."

Dealing mainly with live-action, live-sound motion pictures, the book describes the three most-used methods of making films for the purpose defined, and advises when to use color. Costs, basic processes and techniques of film-making are described in some detail, followed by a "do's and don'ts" list and a glossary. A sample of a film specification form recommended by the American Television Society is reproduced and advertising and TV business journals are listed.

THE WORLD'S RADIO TUBES (VADE-MECUM), 9th Edition. P. H. Brans Ltd., Antwerp, Belgium; 416 pp.

THIS latest edition of the *Vade-Mecum*, printed in eight languages, lists every type and classification of receiving and transmitting tube manufactured in the world. Complete characteristics of each tube and base diagrams are included in the comprehensive directory. Tubes are tabulated in numerical and alphabetical order. For the first time, the *Vade-Mecum* is broken into two editions; the 10th edition, soon to be published, will contain listings on picture tube, photocell, klystron, etc.

JAPANESE RADIO

Three Commercial Outlets Now in Operation

EVEN the quiet, self-effacing Japanese are no longer immune to that long-standing American institution—the radio commercial.

And, fortunately for Japan—which launched commercial broadcasting for the first time in its history early last month—it has the advantage of American experience and know-how on call during this "swaddling clothes" period, Ed Hochhauser, sales manager for the Associated Program Service, told BROADCASTING • TELECASTING last week in an exclusive interview on Japan's commercial radio operations.

APS, Mr. Hochhauser said, has sold its library service to two of three commercial radio stations now in operation in Japan and has signed a contract with the third, with only credit clearance holding up delivery to JOKR Tokyo. The service to JOQR Tokyo and JOHR Hokkaido has been approved and the libraries are en route to Japan, with initial APS programs to start within a month, Mr. Hochhauser added.

Japan, for many years, had minor radio operations that were government controlled, Mr. Hochhauser explained. It was only after World War II that several Japanese businessmen toyed with the idea of commercial broadcasting. The time lag between conception and fruition lasted almost seven years, Mr. Hochhauser said, because the project involved the unsnarling of a lot of red tape, including clearance from the Japanese government and the occupation forces.

Even when Japan was unburdened from the occupation, the task of satisfying the various Japanese agencies was a fretful one, Mr. Hochhauser said. Last July, permission for commercial operation was granted to 16 stations and up to the present time, three have begun operations.

"The stations we have contracted with are JOQR in Tokyo, which is operated by the Society of St. Paul in Japan for the Nippon Cultural Broadcasting Corp., and JOHR Hokkaido, operated by the Hokkaido Broadcasting Co.," Mr. Hochhauser remarked.

One of the thorny problems that APS faced in dealing with Japanese broadcasters, Mr. Hochhauser pointed out, was in the transfer of money, for which special permission had to be granted by both the U.S. and Japan.

To expedite business transactions APS has a full-time representative in Tokyo, Y. Tokara, who will also represent the firm in TV activities.

The library service is the same as the one sent to other stations in the U. S. and foreign countries, Mr. Hochhauser said. It includes musical transcriptions, such as *The Mindy Carson Show*, *The Vic Damone Show* and *Candlelight and Silver;* a large cabinet, two sets of index cards, catalogues, program scripts and the APS transcribed sales meeting series, produced by and featuring Maurice B. Mitchell, APS vice president and general manager.

"The program scripts will be translated into Japanese by the station," Mr. Hochhauser explained. "And we feel certain that by following the scripts, the Japanese will soon learn enough about radio production and programming that they will be able to develop programs on their own initiative."

Mr. Mitchell's sales messages will be particularly helpful because they will keep the Japanese right up to the minute on the latest sales techniques in the U. S., Mr. Hochhauser declared. He noted that the series includes tips on selling "everything from a single spot announcement to a complete program."

Mr. Mitchell himself chimed in with a parting shot that could be construed as a sales message to American broadcasters: "Things are happening in Japan and the funny thing about it is that American broadcasters are hardly aware of it."

FIRST in ARKANSAS

KARK 5,000 w. dial 920 Little Rock

NBC AFFILIATE

KARK

Arkansas' Preferred Station

- T. K. Barton, Vice-Pres. & General Manager
- Julian F. Haas, Commercial Manager
- National Representatives, Ed. Petry & Co.

KGW

NBC AFFILIATE

THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

HOLY BIBLE
BALLOT
State Treasurer

You can get reprints of this advertisement, at no cost, by writing to this magazine.

Will you leave these to your children?

Men have died to leave you these 4 symbols of freedom:

A Holy Bible—symbol of your right to worship as you wish.
(First Amendment, U. S. Constitution)

A door key—your right to lock your door against illegal government force and prying.
(Fourth Amendment, U.S. Constitution)

A pencil—freedom to speak or write what you think, whether you agree with the government or not.
(First Amendment, U. S. Constitution)

And a free ballot—your right to choose the people who represent you in government—your protection against government tyranny.
(Article I, U. S. Constitution)

HALF the world is trying to destroy these symbols—and what they stand for.

Even in this country, there are people who attack our freedoms, by trying to give the government more and more control over American life.

"The government should take over the doctors," they say, "and run the railroads, and the electric companies." But what they *mean* is, "Let's have socialized medicine, socialized railroads, socialized electricity."

Even though socialism is one thing *most* Americans *don't* want!

It is wise for us always to question and weigh all the forces that influence our government. It's up to us all whether we'll leave our children freedom—or socialism.

• • • • •

Socialized electric light and power is one of the first goals of the people who will want to push America down the hill to socialism. They've made headway, and are working for more. Each step they gain is a serious threat to *every* home and farm and business—and *everybody's* freedom. That's why this message is brought to you by America's ELECTRIC LIGHT AND POWER COMPANIES*.

**Names on request from this magazine*

W. VA. SESSIONS
Agenda Set for Aug. 15-16

BUSINESS emphasis will be given the Aug. 15-16 meeting of the West Virginia Broadcasters Assn. at White Sulphur Springs in the Greenbrier.

CBS film, "More Than Meets the Eye," will be shown and speeches will be heard. Among the speakers are Elaine Sloat, Benton & Bowles; Elliott Lovel of Charleston, an advertising manager for a large West Virginia automobile dealer; James M. Caldwell, WAVE Louisville radio program director, and a BAB representative, as yet not named. Stephen Douglas, director of sales promotion and advertising, The Kroger Co., will be luncheon speaker.

John T. Gelder, WCHS Charleston, is association president; William E. Rine, WWVA Wheeling, is vice president and Alice Shein, WBTH Williamson, is secretary-treasurer.

Standard Football

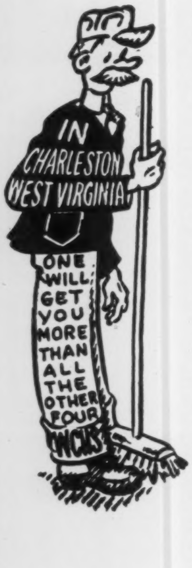
KOA Denver will air all 10 of the U. of Colorado football games this fall, Charles C. Bevis Jr., KOA general manager, announced last week. Sponsor is Standard Oil Co. of Indiana for the sixth consecutive season. Starr Yelland, KOA sports announcer, will handle play-by-play. Bill Day, news and special events manager, will be in charge of production.

Mr. G. M. Philpott,
Checkerboard Veep,
Ralston-Purina Co.,
St. Louis, Mo.

Dere Phil:

Effen you here cash regusters bangin' away, hez rekorded a 21.5% increas in sales ovur a yere ago accordin' to the Federal Resurve Bank. All th' Purina Chow buyers hereabouts must be gettin' th' usual profitabil results cause they got money to spend in town. In addition to hearin' Eddy Arnold every Fri nite we got a new show jist a head of Mr. Arnold which haz th' W. Va. Commishioner of Agricutlure and his staff thet makes a whole hour for your customers a'listenin' to WCHS with 5,000 at 580.

Yrs,
Algy


IN
CHARLESTON
WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR
WCHS

W C H S
Charleston, W. Va.

POLITICAL RATES
Hardy Advises Stations

RECOMMENDATION that broadcasters charge political candidates the local rate when they are running for local office, but the higher national rate, if they are running for state or national office has been made by NARTB Government Relations Director Ralph W. Hardy.

The interpretation of the McFarland Act, which forbids a radio or TV station from charging a political candidate more than the "comparable" commercial rate [B•T, June 23, et seq.] was made necessary by the flood of inquiries regarding the meaning of the provision.

Although the safest thing to do is to charge all candidates the retail rate, Mr. Hardy observed there would be justification for charging state and national candidates a higher rate. He warned, however, that station owners should be prepared to vindicate the higher charge should a complaint be made.

Mr. Hardy also called attention to the fact that the FCC would probably propose a rule covering this provision of the McFarland Act and that broadcasters would have a chance to comment on it.

The rate provision does not apply to spokesmen for a candidate, Mr. Hardy pointed out, nor does it apply to spot announcements—where it is not the voice of the candidate himself which is used.

RADIO LISTENING
High in TV Homes, CBS Says

TWO points are made in "Radio in TV-Land," a spiral-bound brochure released last week by CBS Radio:

"Radio is used more and more in television homes," demonstrated with Pulse data for 10 major TV cities showing increased radio sets-in-use figures for evening hours between October 1951 and April 1952.

"Television markets account for a substantial low-cost portion of the network radio audience," shown by comparing audiences and costs to a CBS evening mystery program for two different station line-ups, one including eight big TV cities, the other excluding them. This comparison showed that elimination of the TV markets costs the sponsor 18% of his audience but at a saving of only 8.7% in his time and talent cost, raising the cost-per-thousand homes reached from $3.87 if the TV cities are included, to $4.32 if they are not.

CLAYTON H. LANGE has been appointed manager of press information for the Sherwin-Williams Co. He directs the firm's national publicity in newspapers and in radio-TV.

NATIONAL NEILSEN-RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes, and including Telephone and Non-Telephone Homes)

NEILSEN-RATING*—Regular Week, June 15-21, 1952.

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(3.8)
1	You Bet Your Life (NBC)	8.1
2	Great Gildersleeve (NBC)	6.9
3	Lineup, The (CBS)	6.0
4	Philip Morris Playhouse (CBS)	5.8
5	This is Your F.B.I. (ABC)	5.7
6	Big Story (NBC)	5.6
7	Gene Autry Show (CBS)	5.6
8	Mr. Chameleon (CBS)	5.4
9	Broadway is My Beat (CBS)	5.4
10	Adv. of Ozzie & Harriet (ABC)	5.3
	EVENING, MULTI-WEEKLY (Average For All Programs)	(2.5)
1	News of the World (NBC)	4.8
2	One Man's Family (NBC)	4.6
3	Beulah (CBS)	3.7
	WEEKDAY (Average For All Programs)	(3.9)
1	Romance of Helen Trent (CBS)	7.6
2	Our Gal, Sunday (CBS)	7.5
3	Ma Perkins (CBS)	7.4
4	Wendy Warren and the News (CBS)	6.9
5	Big Sister (CBS)	6.9
6	Rosemary (CBS)	6.6
7	Guiding Light (CBS)	6.4
8	Arthur Godfrey (Liggett & Myers) (CBS)	6.2
9	Road of Life (NBC)	6.2
10	Aunt Jenny (CBS)	6.2
	DAY, SUNDAY (Average For All Programs)	(1.6)
1	Shadow, The (MBS)	2.7
2	Martin Kane, Private Eye (NBC)	2.6
3	Hollywood Star Playhouse (NBC)	2.4
	DAY, SATURDAY (Average For All Programs)	(3.3)
1	Theatre of Today (CBS)	6.2
2	Stars Over Hollywood (CBS)	5.8
3	Grand Central Station (CBS)	5.3

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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ABA Meet Aug. 24-25

ARKANSAS Broadcasters Assn. has set Aug. 24-25 for its late summer meetings in Little Rock, with its third sales clinic to be held on the first day. Membership meeting speakers will include Lloyd George Venard, president of O. L. Taylor Co., and Rep. Oren Harris (D-Ark.), chairman of the House subcommittee investigating radio and TV. Some ABA members plan to attend the Eagle-Lions professional football game at Little Rock Aug. 23.

AFA MEETINGS
Fall Activities Announced

FALL activities of the Advertising Federation of America will include three district conventions and an inter-city conference, according to Robert M. Gray, Esso Standard Oil Co. advertising manager and AFA board chairman.

First meeting will be the Seventh (or Deep South) District annual sessions at the Hotel Thomas Jefferson, Birmingham, Sept. 12-13. On Sept. 28-30, the Tenth (or Southwest) District will convene at the Mayo Hotel, Tulsa. The third convention will be that of the Fifth District, composed of clubs in Indiana, Kentucky and Ohio, meeting at the Ft. Hayes Hotel in Columbus Oct. 20-21.

AFA announced that the annual mid-west inter-city conference of Women's Advertising Clubs will be held in the Hotel Morton, Grand Rapids, Mich., Oct. 11-13.

WQAM HOLIDAYS
WSB Approves Pay Plan

REQUEST by WQAM Miami, Fla., that certain of its employes be permitted to collect premium pay on holidays has been approved by the Wage Stabilization Board, according to a branch office.

WSB's Region V office reported approving a request of the station's licensee, Miami Broadcasting Co. involving 27 hourly-rated employes whose regular tour of duty falls on five recognized holidays. Company sought permission to pay time and a half to its personnel, which is not represented by a bargaining agent. Approval is retroactive to July 1, 1952.

Radio Post Exam

WRITTEN examination for radio promotion assistant in the Municipal Broadcasting System (WNYC New York) will be held Nov. 1 by the Municipal Civil Service Commission of New York City. The post pays $4,204 a year, including a cost-of-living adjustment of $250. Applications will be handled Sept. 9-24 at 96 Duane St., New York City.

GATES
QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

"Willie wants to be President!

"Of our Student Council, that is.

"That's him over there, passing out his campaign handbills like an alderman passing out cigars.

"Our school elections used to be pretty dull. You know, a couple of funny posters put up in the halls, and that was about it.

"But our new Civics teacher, Mr. Leszczynski, has a theory that we'll learn a heck of a lot more about government and Americanism if we have less reading and more *doing.*

"He started out last year by making two school Parties . . . conventions, platforms and all that. And, while we had a lot of fun with our elections, we learned a lot about government at the same time. We've even got a regular Congress . . . with teachers in our Senate and us pupils in our House of Representatives. All elected by us, too.

"One of the things Mr. Leszczynski keeps drumming into us is the Bill of Rights of the Constitution. He's pretty hot on the subject of our Freedoms . . . religion, press, speech and the rest. He practically *begs* us to appreciate those Freedoms *every* day of our lives, not just on the Fourth of July and on Thanksgiving Day.

"He's not so dumb, either. He must've figured we'd sort of take our lessons home and pass them along to our families. 'Cause since he came to our school, our Parent-Teacher's meetings have been standing-room-only.

"And last regular Election Day in town, more'n 80% of our parents voted. I know both of mine did . . . and so did my big brothers and sisters.

"The funny part about it is . . . *Mr. Leszczynski wasn't even born an American!* But he never misses a chance to vote or take an active part in civic affairs. And he keeps reminding us he had to come to *this* country to find out what Freedom really means.

"To show you what us kids think about him . . . he's the *only* teacher we don't have a nickname for behind his back."

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

REPUBLIC STEEL

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free. . . an America whose people enjoy the many fine products of a modern Beverage Industry. *And, through the Beverage Industry, Republic serves America.* Many, many tons of its carbon, alloy, and, especially, stainless steels are formed into vats, tanks, mixers, bottling machines, vending machines, cans, shipping containers and dispensing equipment. Steel equipment like this makes it possible for Americans to enjoy their favorite tasty and refreshing beverages the year 'round.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.

11 DIFFERENT STATIONS

WSPD

TOLEDO

Toledo's most powerful radio station, WSPD is the voice of authority on the radios owned by 98% of Toledo's 300,000 retail buyers. Advertisers who want *more* than their share of the Toledo market, get on WSPD.

WWVA

WHEELING

Blanketing the industrial heart of America, WWVA brings *big* results. Four announcements from Wheeling's far-reaching, 50,000 watt station pulled 11,300 mail replies from 25 states. CBS in Wheeling, WWVA is a natural for better coverage and eye-opening sales results.

WGBS

MIAMI

The "spendingest" market in Florida is blanketed by WGBS, Miami's *only* 50,000 watt outlet. With popular CBS programming for a whopping city and retail trading area of over 427,000, this dominating voice is tops in sound selling.

WJBK

DETROIT

Tigers and Baseball and Detroit and WJBK all go round together. It's Detroit's popular sports, news, and music station where folks who like better entertainment set their dials. For a better buy, better try WJBK.

WSAI

CINCINNATI

Progressive Cincinnati buys by WSAI, basic ABC station. Broadcasting better programs on a full-time regional channel, WSAI fans out through a sound, substantial market where the business index climbs steadily up. Let WSAI put your product into this growing Ohio market.

WMMN

FAIRMONT

The most powerful radio station in eastern West Virginia, WMMN sells families in a thriving industrial area as well as a fertile agricultural region. A natural for farm or urban products, WMMN will carry your sales message to the people who buy.

WAGA

ATLANTA

WAGA is a habit for Atlanta radio listeners. The CBS radio outlet, WAGA puts programs and products in the 83,750 radio homes in this million dollar market.

KEYL-TV

SAN ANTONIO

THREE networks, ONE station . . . KEYL-TV offers the high Hooper programs of CBS and ABC and DuMont to San Antonio's 119,380 buying households. The third largest city in the first largest state, San Antonio is the pick of wise advertisers who want their products carried home.

WJBK-TV

DETROIT

Most Detroiters keep their dials set to WJBK-TV because top TV shows are normal for this popular CBS and DuMont outlet. It's a best buy for advertisers with an eye on this rich 102 million dollar Detroit retail market.

WAGA-TV

ATLANTA

Booming retail sales in Atlanta make WAGA-TV a best buy for advertisers who want results. With retail sales increased over *6 times* their 1940 total, WAGA-TV offers you a top sales opportunity in a fast growing market.

WSPD-TV

TOLEDO

Toledo's only television outlet, WSPD-TV covers the third largest of the eight major Ohio retail markets. Affiliated with all networks, this popular station is the effective way of reaching Toledo's 438,000,000 retail dollars.

Does your product need a climate that's hot . . . or cold? Should the market be urban or rural . . . large or small? Whichever it is there's a top-value STORER STATION to sell your product successfully! In broadcasting—and telecasting too—wide-awake programming and friendly service have built enthusiastic audiences. So put your product on STORER STATIONS . . . stations where wise buyers hear what wise sellers have to say.

STORER BROADCASTING COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WAGA,** Atlanta, Ga.
WGBS, Miami, Fla. • **WJBK,** Detroit, Mich. • **WSAI,** Cincinnati, O.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga. • **KEYL-TV,** San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

editorial

The Listeners

FOR a long time this publication has been pointing out that in too many cases not reason but emotion governs the buying of radio time.

The sophisticated New York advertising man finds it difficult to extract his personal habits from his consideration of how to appropriate his budget. If he does not happen to be an avid radio listener, he is apt to feel that no one else is either.

A letter recently sent out by Edward F. Lethen Jr., director of sales extension for CBS Radio, contained some statistics that ought to make any advertising man stop to consider just how typical of the rest of the population he is. Mr. Lethen cited U. S. Census Bureau figures showing that 50 million Americans had not gone beyond the tenth grade.

Now the point of this, of course, is that many of the 50 million of that educational level do not read easily, do not find amusement in things that interest a sophisticate. They do, however, make money. As a group they constitute a rich market—which can be reached by radio as by no printed media.

There are about 100 million other people in the country who also listen to the radio, even if some sophisticates don't. The 1950 census, it is worth remembering, found 95.6% of all homes were radio equipped.

Altogether, the facts show that America is radio saturated. The advertiser who forgets this is losing a bet.

Pandora's Box

THE FCC, which in recent years has managed to avoid partisan politics, is veering that way as it begins its most important and vexatious task—allocation of television assignments.

That there would be maneuvering for those coveted grants was to be expected. A construction permit now in a good market is the equivalent of a million in the bank. Long ago it was apparent that politicians were eyeing TV as the new patronage bonanza, with the FCC as the dispenser.

But the initial manifestations of politics, strangely, are noted in the noncommercial educational grants, rather than commercial. A fortnight ago the FCC issued four construction permits for educational stations by a 3-2 split. Three Democrats—Chairman Walker and Comrs. Hennock and Bartley—voted for, and Vice Chairman Hyde and Comr. Jones, Republicans, against.

This was a vote strictly along party lines. The grants—three to the New York Board of Regents for Albany, Buffalo and Rochester, and the fourth to Kansas State College—were made on specious grounds. There were not even the minimum legal or financial showings. Commercial applicants, under similar circumstances, unceremoniously would have been tossed out on their ears. (Chances are the grants would have been voted down if Comr. Sterling, Republican, or Comr. Webster, Independent, had been at the meeting.)

This wasn't chicanery. It was politics. But it could lead to the worst sort of corruption of the licensing processes which even Chairman Walker might not now envisage. He and Comr. Hennock have been goading educators to grab up the 242 "reserved" assignments. Obviously, the staff was instructed to expedite the educational applications no matter how incomplete their presentations. This at the expense of hundreds of qualified applicants for commercial authorizations who spent months in preparing applications and arranging financing to enable them to bring TV service to their communities.

What happens when these educational institutions find they can't make a go of noncommercial educational operation—a finding which to us is inevitable? The pitch obviously will be for "non-profit" operation. This would permit the sale of time, but the money would have to be plowed back into the institutions. So they would build new libraries, or stadia and complete with commercial stations which would get no "reserved" assignments.

We haven't seen anything yet on the political tugging and hauling directly ahead. But it's evident that the FCC's Democratic majority already has blundered badly on the educational grants. It is opening a Pandora's box for itself at the upcoming session of Congress.

Hollywood . . .

THE government's suit to force the indiscriminate release of 16mm movie feature films is of far greater importance to the motion picture industry than to television, though clearly television is intended as the principal beneficiary of the government action.

For television, it is not a life or death issue whether 16mm feature films which have been produced primarily for theatrical presentation are made available in quantity or not. For movie exhibitors, however, the question is vital. The exhibitors, already having lost some of their box-office volume to TV, are not anxious to imperil their position further by enabling TV to present, for no admission fee, the same attractions they charge for.

Speaking solely for the television business, we can't get too excited over this suit. Though undeniably feature films constitute an important "filler" in television programming, the future of television does not depend upon the enlargement of their supply.

Television's chief interest in film must be directed toward the creation of films made for television, and there is a big difference between that kind of film and the full-length feature productions made for theatrical use.

Government suit or no, in the long run the distribution of Hollywood theatrical film to television is bound to be decided by economics. The question that producers must settle for themselves is how to get the most return from their pictures, whether by releasing them to theatres, or to television, or to both.

. . . Or Madison Avenue?

WILLIAM LOWE, executive editor of *Look*, thinks television does need the movies, in fact needs them so desperately that eventually the motion picture industry will take over TV.

In a special article in last week's *Look*, Mr. Lowe reported: ". . . The motion picture industry must be expected over the long run to take the television business away from the radio industry which now controls it."

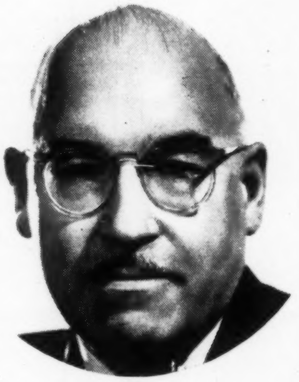
Whether Mr. Lowe will be proved right remains to be seen. There would seem, however, to be at least a small obstacle in the way of the transition he anticipates. Would it not violate the consent decree which separated movie production and exhibition companies?

If it is illegal for a movie producer to operate a chain of theatres in which to exhibit his film, is it not also illegal for him to operate a television station?

In terms of audience reached, one TV station can equal a thousand theatres.

The road to Hollywood's usurpation of television does not seem entirely clear.

our respects to:



RAYMOND FREDERICK GUY

IF YOU'RE interested in how to deliver programs to people, the man to see is Raymond Frederick Guy. As manager of NBC's Department of Radio and Allocations Engineering he has planned and built transmitting facilities which daily reach areas containing over a billion people in Europe, our own hemisphere, and the Far East.

Others in NBC conceive and produce programs. It is the job of Raymond Guy and his associates to provide the coverage and insure that they are delivered crisp and clear to the ultimate consumer, be he in Brooklyn, Ankara, Marseilles, Santiago, Guatemala, or Melbourne. This involves the design, location, construction, and engineering of all NBC's transmitter plants for AM, FM, TV, shortwave broadcasting, studio transmitter links and auxiliaries.

Since the earliest days of broadcasting Mr. Guy has been in the thick of the creation and development of these services. He had a heavy hand in the development of shortwave broadcasting, through the period starting 27 years ago—when he built RCA's first station and long-distance characteristics were becoming known, beam antennas and multilanguage patterns were adopted and the service grew and became commercial. The pattern culminated with the great expansion as an instrument of national defense in World War II.

Since 1927, when television was a laboratory child, he has participated in the creation of the world's first TV station (1928), the long period of field testing and experimentation, and since 1941 the planning and building of the great industry.

In the late 30's he directed RCA-NBC's elaborate field tests of FM and his published findings were of great value to the industry.

His latest monument has been the RCA-NBC UHF television field tests in Bridgeport, Conn., which have provided a pattern for the hundreds of UHF stations which will cover the country.

Mr. Guy has probably built more broadcasting plants than any other individual, the total for NBC alone being nearly 50. He has lost count of scores of others in which he was an active participant.

"UHF, with all its problems," he says, "was not half as tough as the short-wave operations which each station changes its direction of fire, its frequency, and its antennas at intervals daily, other changes are required seasonably, and still others to follow the 11-year

(*Continued on page 51*)

XUM

Beats all how fast WSM makes them grow!

MARTHA WHITE
HIGHEST GRADE
"Goodness Gracious, It's Good"
COFFEE
Roasted and Packed by
MARTHA WHITE COFFEE CO. INC.
IMPORTERS & ROASTERS
MURFREESBORO, TENN.
REGULAR GRIND
SINCE 1899
MARTHA WHITE
HIGHEST GRADE
THE "ALL-PURPOSE" FLOUR
"Goodness Gracious, It's Good"
REG. U.S. PAT. OFF.
Enriched SELF-RISING Bleached
ROYAL, BARRY-CARTER MILLS, INC.
DISTRIBUTORS
GENERAL OFFICES - NASHVILLE, TENN.
STAN

On September 3, 1951, Royal-Barry-Carter Mills, manufacturers of Martha White Flour, launched a new product, Martha White Coffee.

Since WSM and WSM folk music talent have played such a phenomenal role in the success of Martha White Flour, 95% of the radio budget (which was the lion's share of the total budget) was allocated to the Central South's boss salesmaker.

Wise decision? Well — Martha White Coffee — "a man's coffee" — already has distribution in four states, and the upward sales curve keeps getting steeper all the time.

If you have a new product you want started right, or an old one that needs building up, better see what folk music salesmanship WSM-style can do. Irving Waugh or any Petry Man can supply case histories that will make even a cost accountant look happy.

IRVING WAUGH *Commercial Manager* • EDWARD PETRY & CO. *National Representative*

WSM *Nashville*

Clear Channel

50,000 Watts

CANADA CENSUS

Radio Homes Top 3 Million

THERE WERE 3,146,530 radio homes in Canada out of a total of 3,407,605 households, according to figures just released by the Canadian government on the 1951 Canadian decennial census taken in June 1951. Last year was the first that Canadian census takers surveyed appliances in homes, sampling every fifth home.

It is believed that the Canadian broadcasting industry's Bureau of Broadcast Measurement, Toronto, will show when it is ready early in August a total of 3,440,000 radio homes in Canada as of Jan. 1, 1952.

The 1951 Canadian census data, broken down by provinces and cities of 30,000 population and up, shows most radio homes in Ontario (1,098,755) followed by Quebec province (803,315), British Columbia (307,965), Alberta (230,945), Saskatchewan (204,745), Manitoba (187,055), Nova Scotia (135,435), New Brunswick (101,315), Newfoundland (56,830) and Prince Edward Island (20,170).

Most urban radio homes are located in Montreal (238,705), Toronto (149,055), Vancouver (95,365), Winnipeg (62,345), Hamilton (52,645), Ottawa (46,560), Edmonton (41,210), Calgary (36,640), Quebec (34,210), and Windsor (30,000).

Key to a
$6 Billion
Market

WFIL
560 kc.
The Philadelphia
Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

front office

S. S. WALKER elected president of Martinsville (Va.) Broadcasting Co. licensee of WMVA-AM-FM there, replacing **WILLAM C. BARNES** who died June 21.

DAVID TAFT, managing director, Radio Cincinnati Inc., elected a vice president.

JOHN PATRICK SMITH, national radio-TV sales manager, WCPO Cincinnati, promoted to assistant general manager in charge of sales, succeeded by **GLENN CLARK MILLER**, station director in charge of WCPO-AM. Mr. Miller has been replaced by **EARL CORBETT**, program director of AM outlet.

ROBERT C. LAY, program director, WACL Waycross, Ga., promoted to station manager.

GILL, KEEFE & PERNA, N. Y., appointed national representative for KWBE Beatrice, Neb.

NICK BOLTON, William G. Rambeau Co., N. Y., named head of company's Chicago office.

ROY W. HALL, assistant general manager and sales manager, WCCO Minneapolis, appointed account executive on CBS-TV sales staff, New York.

HERBERT E. EVANS resigns as vice president in charge of personnel, Farm Bureau Insurance Co., to devote full time to managing firm's subsidiary, Peoples Broadcasting Corp., licensee of WRFD Worthington, Ohio, and WOL Washington.

FREDERICK E. BAUMAN, sales staff, WAAF Chicago, to Chicago sales staff, WLWT (TV) Cincinnati.

JESS M. LAUGHLIN, Los Angeles manager, The Bolling Co., station representative, has resigned.

CHARLES BEINTKE to sales staff, WIL St. Louis.

MEL S. BURKA, sales staff, WTIP Charleston, W. Va., promoted to sales manager. **BERNARD BURKA**, station's program department, transfers to sales.

Personals . . .

WARD L. QUAAL, director, Clear Channel Bcstg. Service, commissioned commodore in "Oklahoma Navy" in recognition of his direction of CCBS coverage of political conventions. Mr. Quaal joins Crosley Bcstg. Corp., Cincinnati, Aug. 25 [B•T, July 21].

HENRY B. CLAY, executive vice president and general manager of KWKH Shreveport, La., elected commander of Louisiana department of American Legion.

Mr. Clay

DON FEDDERSON, executive vice-president and general manager, KLAC-AM-TV Hollywood, father of boy, Darr Jay, July 25.

WILLIAM DOTY EDOUARDE, manager of spot sales, NBC-TV Hollywood, father of boy, Dean, July 26.

HENRY A. CURTH, WSB-TV Atlanta, sales staff, appointed chairman of radio-TV committee for 1952 Community Chest drive there .

THOMAS M. CARRUTHERS, president-general manager, WINA Charlottesville, Va., to serve as director of department of public service of third annual Apple Harvest Festival Oct. 8-11.

LES JOHNSON, general manager-vice president. WHBF-AM-TV Rock Island, Ill., re-elected chairman of Metropolitan Airport Authority of Rock Island County.

WPDQ Jacksonville Merchandising Director Gordon Pierce (l) outlines plans with Lorimer Blitch, grocery purchasing director of Winn & Lovett Grocery Co., for promotion as part of station's *Food Parade* program in which grocery firm's 17 supermarkets participate.

NON-WHITE COUNT

25% Live in 14 Cities

TWENTY-five percent of the nation's non-white population live in 14 cities, the Census Bureau reported last week.

The 14 cities have 3.7 million non-white inhabitants, out of the total of 15.8 million in the U. S. counted in the 1950 census, the Bureau said.

Largest non-white population is in New York, which has 775,529, or 9.8% of its population. Chicago is next with 509,437, or 14.1%; then Philadelphia, 378,968, 18.3%; Detroit, 303,721, or 16.4%; Washington, 284,031, or 35.4%; Baltimore, 226,053, or 23.8%; Los Angeles, 211,585, or 10.7%; New Orleans, 182,582, or 32%; St. Louis, 154,448, or 18%; Cleveland, 149,547, or 16.3%; Houston, 125,660, or 21.1%; Atlanta, 121,416 or 36.6%.

Jones Suit Arguments

ARGUMENTS on a motion to dismiss the $3,150,000 slander suit against Duane Jones, president of Duane Jones & Co., will be heard tomorrow (Tuesday) in the U. S. District Court for the Southern District of New York. The suit was filed June 4 by nine of Mr. Jones' former employes. Most of them are now with Scheideler, Beck & Werner [B•T, July 14].

WDUZ
ABC NETWORK
in GREEN BAY, WIS.

★ JOHNSTON CRACKERS (KVP & D) RENEWS SPOT CAMPAIGN FOR NINETEENTH CONSECUTIVE 13-WEEK PERIOD.

BEN A. LAIRD, PRES.
CALL JOHN E. PEARSON CO.

Our Respects to

(*Continued from page 48*)

sunspot cycle. It was an engineer's nightmare, requiring a fine mixture of information and guesswork and, for each change, a week's isolation from the rest of the world, with paper, pencil and charts. Because of the vagaries of short waves, coverage never could be fully reliable."

Ray Guy is understandably proud of his uninterrupted record of more than 31 years in broadcasting dating from September 1921 when he joined WJZ in Newark, just licensed as the world's second broadcasting station. Even then he was already a radio veteran. A 1911 grade-school assignment to construct a wireless set at 12 led to an amateur license, increasingly big and noisy spark transmitters, a career in 1916 as a ship's radio operator with the Marconi Wireless Telegraph Company, the Shipowners Radio Service, The Independent Wireless Telegraph Co. and the U. S. Regular Army for the duration in the World War I AEF. From the Army he entered Pratt Institute, graduating in Electrical Engineering in 1921.

Early Days at WJZ

Then came WJZ where he displayed his versatility as announcer, engineer, talent scout and bedtime story-teller, piano mover and diplomat, as required, and was known on the air as "OGN." The transmitter was housed in a shack atop the Newark Westinghouse factory and involved at times sprinting down four flights of stairs and through the plant to the studio, one end of a woman's cloakroom, to introduce some distinguished guest, and then dashing back to the roof top transmitter. In those days a "distinguished guest" was anyone who would travel to Newark to go on the air without pay. From the rooftop, Mr. Guy also spun the records which made up most of WJZ's programming.

At WJZ Ray Guy participated in many radio "firsts," including establishment of the first "remote" studio in the old Waldorf-Astoria (where the Empire State Bldg. now stands) and the first mobile transmitters, used to cover boat races on the Harlem and Hudson Rivers. He also handled the New York end of the first trans-Atlantic broadcast — a program from 2LO London picked up at Belfast, Maine, and relayed to WJZ and thence on to WRC Washington. In the early days before NBC existed, he did laboratory and field work to create one of the world's first networks utilizing the lines of the Postal Telegraph and Western Union Co. to link stations from Schenectady to Washington.

TOUGH SALE is closed by E. G. Rinn (standing, r), KANA Anaconda, Mont., station manager, during classroom demonstration at the Radio Sales Training School that is conducted for the A. J. Mosby stations and held at KGVO Missoula, Mont. Taking part in the class are (l to r) Helen Ryan (seated), program director, KANA; John Luetjen, KGVO salesman; Mr. Mosby; Fred A. Palmer, radio consultant who conducted the school; Roy Vance, KGVO sales manager; Rynie Auch, KGVO salesman, and Mr. Rinn.

By this time RCA had acquired WJZ from Westinghouse and had moved it to New York. Mr. Guy, feeling that station operation had become too routine, shortly thereafter got himself transferred to RCA's Research labs in charge of engineering the RCA stations. One of his first assignments was to build a 50 kw transmitter (real superpower in those days) for WJZ at Bound Brook, New Jersey. In 1926 his responsibilities were broadened to include supervision of all products developed and sold or used by RCA for broadcasting, from microphones to transmitters and towers.

To New Engineering Post

Three years later, when NBC's facilities engineering group was formed, Mr. Guy was made its head and has continued to direct the creation of the network's transmitting facilities ever since. This post has placed him in the forefront of all new technical developments in broadcasting, and his pioneer role in AM has continued into shortwave, FM and TV, both UHF and VHF.

During World War II, Mr. Guy augmented his NBC duties by serving as consultant to the Coordinator of Inter American Affairs, the Office of Strategic Services and the Office of War Information, including some cloak-and-dagger assignments in foreign countries. He was also a member of the Radio Planning Board, government-industry group whose deliberations laid the groundwork for the postwar allocations of frequencies throughout the whole length of the radio spectrum. In recent years, Mr. Guy has participated in international radio conferences in Mexico, Cuba, Canada, and the U. S.

Always active in professional and trade organizations, Mr. Guy has long been a Fellow of the Institute of Radio Engineers. In 1950 the Institute's 30,000 members elected him president for that year, highest professional recognition his fellow engineers could award for his accomplishments. He also is a fellow of the Radio Club of America, national vice president of the Radio Pioneers, chairman of the Engineering Advisory Committee of NARTB, life member of the Veteran Wireless Operators Assn., member of the Radio Executives Club of New York and of the Society of Professional Engineers, and is written up in *Who's Who in America*. He is licensed to practice as a professional engineer in New York and New Jersey but doesn't intend to build any bridges. His by-line has appeared on scores of papers in the technical press, and he is the author of the article on network broadcasting in Nelson's Encyclopedia.

As to international TV, Mr. Guy is willing to stake his professional reputation that it will become a reality in the not too distant future. There seems to be no limit, he points out, to the distance that video images of good quality will be sent. Radio relay circuits could easily (from a technical standpoint) be created to carry TV pictures over the Bering Strait to Siberia and thence across Asia and Europe to the British Isles. It also is technically feasible, he declares, to cross the Atlantic via Newfoundland, Greenland and Iceland, although weather conditions present indescribable problems.

But, to Ray Guy's present thinking, another likely solution to the problem of global TV transmission will come through the tiny transistor which may (and with true engineering caution he does not say "will") be employed in relay devices small enough for installation in submarine cable, yet efficient enough to pass wideband TV signals from one side of the Atlantic to the other.

Gray-eyed, jovial, balding Ray Guy stands 5' 11½" and tips the scales at 210. He was born in Hartford in 1898, votes Republican, occasionally attends the Methodist Church, finds relaxation on the golf course or in color portraiture. The Guys (she was Myrtle Bennett before their marriage in 1922) live in Englewood, N. J. Their daughter is Mrs. Betty Guy Hanson. Ray is tremendously proud of his noisy extrovert grandson, Bjorn.

Mr. Guy has rightly been called the "Dean of Broadcast Engineers." He has the longest continuous experience of any living broadcast engineer and his length of time in the service is equalled by only two or three people who were at KDKA or with him at WJZ. He says he thinks he likes it well enough to make it permanent.

REC-ATS Merger

TENTATIVE by-laws for a new organization to be formed by merging Radio Executives Club of New York with American Television Society are being drafted. They should be ready for submission to the members of both groups soon, Julius F. Seebach Jr., ATS president, reported last week.

Roy Thompson

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

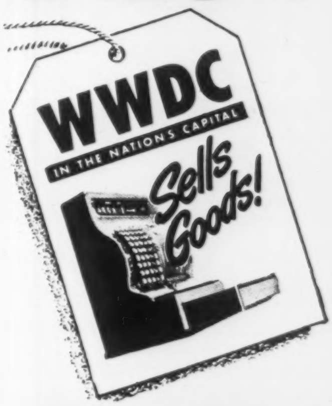
. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

Washington's

BEST



BUY

Ask your John Blair man for the whole WWDC story

TESTIMONIALS

NBBB Offers Guideposts

NATIONAL Better Business Bureau last week published a few guideposts on testimonials in general, and included a note about dramatized radio or TV commercials of the testimonial type.

Generally, NBBB urged that testimonials be "genuine" and "sincere." It added, "Similarly, in dramatized radio or TV commercials using statements or purported statements by doctors or other professional persons, the material should be presented by members of the profession reciting actual experiences, or it should be made clear that the dramatizations are fictitious."

Fellows in Iowa

NARTB PRESIDENT Harold E. Fellows was scheduled to give his famous "Say a Prayer for Sam McGinty" speech before the luncheon meeting of the Iowa Broadcasters Assn. and the Des Moines Chamber of Commerce Aug. 1 in Des Moines. The speech is a call for union among broadcasters and an epitaph for those who walk alone [B•T, March 24]. The Iowa association held its annual meeting the same day.

. . . And Still Champion

NBC commentator H. V. Kaltenborn last week received proof people still listened to the radio after a full week of convention broadcasts. Before starting his vacation last Monday, Mr. Kaltenborn offered listeners copies of his Sunday afternoon summary (July 27, 3:45 p.m. EDT) of the Republican and Democratic meeting in Chicago. More than a thousand persons have phoned, wired or written, NBC said last Tuesday. While Mr. Kaltenborn vacations through Sept. 12, Richard Harkness will replace him on *Pure Oil Time* (NBC radio except WNBC New York, Mon.-Fri., 7-7:15 p.m. EDT).

air-casters

C. W. DOEBLER, promotion manager at KMOX St. Louis, to WBBM Chicago, in same capacity, replacing **R. DAVID KIMBLE** who resigned to join BAB. Mr. Doebler will be succeeded at KMOX by **JACK CURREY**, assistant promotion manager at WBBM.

WARREN F. WARNER, program department manager, WKRC Cincinnati, to WTVN (TV) Columbus, Ohio, as program director.

Mr. Warner

WILLIAM D. CLICK, Cabell County agriculture agent, resigns to join WSAZ-AM-TV Huntington, as director of farm programs.

VINCENT PELLETIER, NBC radio announcer-actor, to narrate RKO feature film release, "Under the Red Sea."

WENDELL NILES, Hollywood radio announcer, assigned role in RKO feature film release, "The Difference."

MILDRED BAILEY moves daily *Mildred Bailey Show* from WCOP to WLAW, both Boston.

GENE LAW, production facilities department of KNBH (TV) Hollywood, promoted to stage manager.

PHIL FORREST, promotion manager, WABB Mobile, Ala., named chairman of Christmas activities for 1952 by U. S. Junior Chamber of Commerce.

THOMAS HERMAN, Hollywood radio-TV character actor, assigned role in Warner Bros. feature film, "Stop, You're Killing Me."

SEYMOUR KLATE, director of production facilities and art director, KTTV (TV) Hollywood, to KECA-TV Los Angeles as art director, succeeding **HERBERT O. PHILLIPS**, who resigned to head CBS New York art department.

LLOYD G. CHAPMAN resigns from sales promotion staff, KDKA Pittsburgh, Pa., to become sales promotion manager of General Paper Corp., that city.

JAMES W. EVANS, advertising and promotion department, General Electric Co., Bridgeport, to WNHC-TV New Haven, as director of advertising and publicity.

HUGO BIRMINGHAM, production department, WTMJ-TV Milwaukee, promoted to production supervisor.

Mr. Birmingham

BOB JENKINS, WDOK Cleveland and formerly with WXGI Richmond, Va., to WJEL Springfield, Ohio, as program director. **DEE MARLEN** and **BETTYE LUDWICK** to latter station in traffic and continuity, respectively.

JOHN FACENDA, staff announcer, WIP Philadelphia, has resigned to begin freelance work.

DICK HOLT, Northwest Broadcasting School graduate, to KCNO Alturus, Calif. as announcer-operator. Other students and stations where they are now located are: **KEN BROOKS**, KYAK Yakima, Wash.; **JOHN NEUSCHWANDER**, KOOS Coos Bay, Ore.; **JIM RUFUS**, KXLQ Bozeman, Mont.; **JACK HAMILTON**, KWJJ Portland, Ore.; **DAVE RIGGS**, KNPT Newport, Ore.

ROBERT K. WILLIAMS, merchandising staff, WLW Cincinnati, appointed merchandising director succeeding the late **JACK ZINSELMEIER.**

Mr. Williams

JUNE WHITLEY, who portrayed Margaret Anderson on NBC radio *Father Knows Best*, assigned role in MGM feature film, "A Steak for Connie."

BILL WILLIAMS, announcer, WHOS-AM-FM Decatur, Ala., appointed program director.

CURT WHITCOMB, announcer, WLXW Carlisle, Pa., to WHGB Harrisburg, in same capacity.

BARBARA LEE, continuity writer, WHBF-TV Rock Island, Ill., and Frank P. Klauda will be married Aug. 23.

BILL LEYDEN, disc m.c., KFWB Hollywood, father of boy, Christopher Patrick, July 24.

JOHNNY WILHELM, vocalist, WHBF Rock Island, Ill., father of girl, Carol Marie.

ELBERT WALKER, program manager, Don Lee TV, Hollywood, and **NORMA WEBB**, former member of network's press department, were married July 19.

BOB HICKS, KLRA Little Rock, Ark., program director, father of boy, David Conrad, July 20.

SHIRLEY BEISTLE, script writer, WGAR Cleveland's *Fairy Tale Theatre*, mother of boy, Robert Shipley.

BARBARA WHITMYRE, music librarian, WSYR Syracuse, and **CHARLIE FEATHERSTONE**, TV director WSYR-TV, have announced their engagement.

BUNNY LEWBEL, featured on **DANNY THOMAS** segment of NBC-TV *Colgate Comedy Hour*, assigned role in Paramount Pictures feature film, "Road to Bali."

News • • •

A. E. POWLEY, news feature editor, Canadian Broadcasting Corp., Toronto, named supervisor of special events.

BOB DuPUIS, WWYO Pinesville, W. Va., promoted to assistant news director.

OPERATOR COURSE

Starts in N. C. Oct. 16

FOUR-month course to train radio-telephone operators, sponsored by the North Carolina Assn. of Broadcasters, will open Oct. 16, it was announced last week.

Students will undergo classroom and laboratory instruction in radio electricity, electrical mathematics and a study of FCC Rules and Regulations. Those who complete the course will have acquired sufficient technical information to qualify for a first class Radio Telephone Operators license.

The course is an outgrowth of a decision made more than a year ago by the NCAB. At that time, NCAB appointed a committee to work with the Extension Div. of North Carolina State College in order to develop a course which would train men and women for operator licenses.

Named to the committee were Robert Wallace, general manager-chief engineer, WOHS Shelby; Cecil Hoskins, general and promotion manager, WWNC Asheville, and Earle J. Gluck, president-general manager, WSOC Charlotte.

This committee, working with the Extension Div., has forged a plan for this course which will be operated in conjunction with the college's Gaston Technical Institute, Gastonia, N. C. Further information may be obtained from James I. Mason, director, Gaston Technical Institute, Box 975, Gastonia, N. C.

Point IV Interviews

BROADCASTERS in the San Francisco Bay area will be able to get first-hand reports on the operation of the United States' Point IV program from foreign delegates to the International Conference on Agricultural and Cooperative Credit. The conference opens Aug. 4 at the U. of California, Berkeley, and will continue for about six weeks. Interviews may be arranged through William F. Calkins, public relations officer, U. of California, Berkeley.

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TV
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AUGUST 4, 1952

TELECASTING

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in our 7th year

HOW TO MAKE A MARKET SWITCH FOOD BRANDS

1. Take well-known local home economist.
2. Add unique but sound cooking show format.
3. Mix with right time on leading TV station.
4. Feature product you want to put at top.

Fortunately, the first three steps have already been taken for you in these eleven markets. Outstanding hard-selling cooking programs are well-established features on all the TV stations listed here.

Each one is increasing distribution and sales for a select list of sponsoring brands. Yet there is room for one or two more food products on most of them.

Try this easy successful recipe on **YOUR** brand and watch markets switch to it.

WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
KPRC-TV	Houston
KHJ-TV	Los Angeles
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KPHO-TV	Phoenix
WOAI-TV	San Antonio
KOTV	Tulsa

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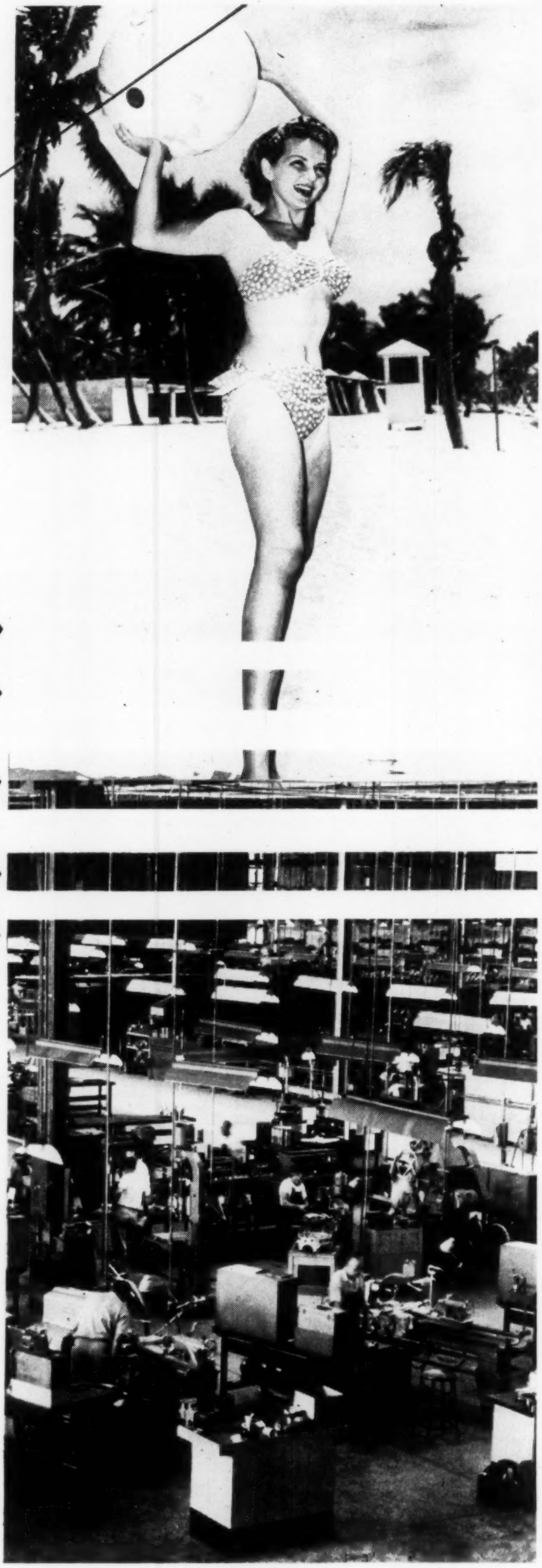

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PICTURE

The complete south Florida scene shows 825,000 permanent year 'round residents spending

$1,003,250,000

NOW 34th among the nation's major markets, and it's growing . . . growing . . . **growing . .!**

IT'S AN AMAZING SOUTH FLORIDA TV SALES STORY. CALL YOUR FREE & PETERS COLONEL, *TODAY!*

Florida's First TV Station

WTVJ

CHANNEL 4 • MIAMI

THREE TV GRANTS MADE

FCC Also Adds La., Tex. Channels

By LARRY CHRISTOPHER

THREE MORE commercial TV stations were authorized by FCC last week—one for El Paso, Tex., and two for Fort Lauderdale, Fla.—as the Commission continued processing applications under its temporary processing procedure and city priority lists [B•T, May 26]. Post-thaw grants now total 26, including four for noncommercial educational stations issued a fortnight ago [B•T, July 28].

In other actions, the Commission proposed to add VHF Channel 10 to Lafayette, La., and VHF Channel 6 to Temple, Tex. The Lafayette action in effect stems the court appeal of KVOL Lafayette [B•T, June 16], considered in the Washington radio circles as a prime challenge to the legality of the Sixth Report and Order which finalized the reallocation of TV channels following the 3½-year freeze [B•T, April 14].

FCC also announced proposed channel changes for San Angelo, Tex., Baton Rouge, La., New Orleans and Mobile, Ala., in connection with the two proposed channel additions.

Notifies 16 Applicants

With the new grants, FCC also notified 16 applicants that their station bids are mutually exclusive and hence comparative hearings will be necessary. The cities involved are Mobile, Evansville, Ind., Chattanooga, Tenn., and Spokane, Wash. A total of 85 applications have now been designated for hearing or slated for hearing.

New station grants were:

El Paso, Tex.—Roderick Broadcasting Co. (KROD). Granted construction permit for VHF Channel 4, effective radiated power of 56 kw visual and 28 kw aural and antenna height above average terrain of 1,050 ft. Comrs. E. M. Webster (newly returned from London telecommunications mission) and Frieda B. Hennock dissented on grounds a hearing should have been specified to study financial qualifications.

Fort Lauderdale, Fla.—Gore Pub. Co. (WFTL). Granted CP for UHF Channel 23, ERP of 100 kw visual and 56 kw aural and antenna 270 ft.

Fort Lauderdale, Fla.—Gerico Investment Co. (WBRD). Granted CP for UHF Channel 17, ERP of 18.5 kw visual and 10.4 kw aural and antenna 420 ft.

Notifications of necessity for comparative hearing were sent to the following:

Mobile, Ala.—Giddens & Rester (WKRG) and Mobile Television Corp., both applicants for VHF Channel 5 there.

Evansville, Ind. — Trans - American Television Corp. and Premier Television Inc., both seeking UHF Channel 62.

Evansville, Ind. — South Central Broadcasting Corp. (WIKY), Evansville Television Inc. and On the Air Inc. (WGBF), all three seeking VHF Channel 7.

Henderson, Ky., and Evansville, Ind.—Tel-A-Ray Enterprises Inc. and Ohio Valley Television Co. (WSON), both Henderson, and W. R. Tulley, Evansville, all three seeking UHF Channel 50.

Chattanooga, Tenn.—WDOD Broadcasting Corp. (WDOD) and Mountain City Television Inc. (WAPO), both seeking VHF Channel 3.

Chattanooga, Tenn.—Tri-State Telecasting Corp., WDEF Broadcasting Co. (WDEF) and Southern Television Inc., all three seeking VHF Channel 12.

Spokane, Wash. — Louis Wasmer (KSPO) and Television Spokane Inc., both seeking VHF Channel 2.

Other television and allocation developments last week included:

- Three more existing stations—WSYR-TV Syracuse, WTAR-TV Norfolk and WNBK (TV) Cleveland—were granted channel changes to conform with the final allocation of the Sixth Report. Of the 30 existing stations required to change frequency, a total of 17 now has been approved.
- Chattanooga TV Inc. (WMFS), UHF Channel 49 applicant at Chattanooga, was advised by the Commission that a hearing will be required upon its bid unless "financial questions are resolved." FCC questioned the applicant's "financial qualification to undertake the construction that is proposed."
- Another applicant, WKST Inc. (WKST), New Castle, Pa., seeking UHF Channel 45, was requested by FCC to furnish "additional financial information."
- U. S. State Dept. announced revision of its agreement with Mexico on border TV allocations, changing the power limitation on Channels 7-13 from 200 kw to 325 kw. This brings the agreement into conformity with the U. S. standard of 316 kw for those channels. Since Mexico does not use the

(Continued on page 68)

NBC OPTION TIME

Affiliates to Submit Plan

NBC-TV Affiliates Assn.'s formula for network-station compensation will be submitted to NBC President Joseph H. McConnell and other network executives Aug. 27.

At the present time, NBC is studying the details of the compensation plan, worked out two weeks ago at a meeting of 28 affiliates in Cleveland [B•T, July 28].

The formula calls for a reduction in the number of free hours each station is required to option to the network as the amount of time the network sells increases.

The present standard NBC-TV contract affiliation calls for the station to give the network the first 24 hours of each month without payment. The station gets 33⅓% of the network's gross income for each succeeding hour.

As finally adopted by the affiliates organization, the plan calls for a continuance of this arrangement up to and including 174 hours of network commercial time. Thereafter, for each additional network commercial hour, the station will recapture 15 minutes of network option time.

Thus, when the network sells 96 additional hours—or 270 hours per month—the station will have reduced network option time to zero.

In this sense, some affiliates feel that the formula could be described as a "volume discount plan in reverse."

Compensation to the station would continue at 33⅓% of the gross amount collected by the network from the advertiser.

The plan was worked out in detail by Raymond Welpott, WRGB (TV) Schenectady. His work won the praise of those attending the Cleveland meeting.

Only Drawback Cited

Only drawback found in the plan, according to some spokesmen who were not fully sold on its merits, was that it did not offer any increase in existing revenues from the network for stations in small markets. It was felt that they might never be bought by sufficient advertisers to gain benefits from the sliding scale reducing the free time.

Former FCC Chairman Wayne Coy, KOB-TV Albuquerque, made this point, it was reported.

Although it had been planned to form a new committee to meet with NBC officials, a number of representatives at the Cleveland meeting explained that they were not authorized to take further steps until they conferred with their management. It was decided subsequently that the meeting with NBC executives would be open to all who wished to join Walter Damm, WTMJ-TV Milwaukee, chairman of the affiliates association; Clair McCollough, WGAL-TV Lancaster and WDEL-TV Wilmington, vice chairman, and Mr. Welpott. Mr. Welpott was scheduled to make the presentation at the Aug. 27 meeting.

The feeling among those who considered the plan was that it was the most equitable method to overcome the dissatisfaction of TV affiliates with the network's present financial arrangements. These date back to 1949.

NBC-TV affiliates first publicly expressed their disappointment with the present payment plan at a meeting called by Mr. Damm in Chicago last year [B•T, Oct. 22, 1951]. The subject was further discussed at the Boca Raton, Fla., NBC affiliates convention later that year [B•T, Dec. 3, 1951].

Consensus among affiliates was that a readjustment in payments should take place because (1) there is now a larger number of interconnected stations on the network, (2) network rates have quadrupled since 1949, and (3) commercial pro-

(Continued on page 88)

television grants and applications

Digest of Those Filed With FCC July 25 through July 31

Applications filed since April 14

New	Amended	VHF	UHF	Total ‡
418	303	438	282	721

† Indicates pre-thaw application re-filed. ‡ One applicant did not specify channel number.

NEW STATION GRANTS

* Indicates noncommercial educational station grant.

FORT LAUDERDALE, Fla.—Gerico Investment Co. (WBRD), UHF Ch. 17 (488-494 mc); ERP 18.8 kw visual, 11 kw aural; antenna height above average terrain 420 ft., above ground 439 ft. Estimated construction cost $252,900, first year operating cost $200,000, revenue $200,000. [For details about applicant, see TV Applications, B•T, June 9.]

FORT LAUDERDALE, Fla. — Gore Publishing Co. (WFTL), UHF Ch. 23 (524-530 mc); ERP 100 kw visual, 56 kw aural; antenna height above average terrain 270 ft., above ground 293 ft. Estimated construction cost $311,100, first year operating cost $250,000, revenue $200,000. [For details about applicant, see TV Application, B•T, July 7.]

*** MANHATTAN, Kan.—Kansas State College of Agriculture & Applied Science (KSAC),** VHF Ch. *8 (180-186 mc); ERP 52 kw visual, 26 kw aural; antenna height above average terrain 452 ft., above ground 273 ft. Estimated construction cost $362,624, first year operating cost $332,800. [For details about applicant, see TV Applications, B•T, July 7.]

*** ALBANY, N. Y.—U. of the State of New York,** UHF Ch. *17 (488-494 mc), ERP 205 kw visual, 110 kw aural; antenna height above average terrain 1,410 ft., above ground 541 ft. Estimated construction cost $251,000. [For details about applicant, see TV Applications, B•T, July 7.]

*** BUFFALO, N. Y.—U. of State of New York,** UHF Ch. 23, (524-530 mc), ERP 200 kw visual, 100 kw aural; antenna height above average terrain 647 ft., above ground 539 ft. Estimated construction cost $251,500. [For details about applicant, see TV Applications, B•T, July 7.]

*** ROCHESTER, N. Y.—U. of State of New York,** UHF Ch. 21, (512-518 mc), ERP 200 kw visual, 100 kw aural; antenna height above average terrain 721 ft., above ground 540 ft. Estimated construction cost $251,500. [For details about applicant, see TV Applications, B•T, July 7.]

EL PASO, Tex. — Roderick Bcstg. Corp. (KROD), VHF Ch. 4 (66-72 mc), ERP 56.3 kw visual, 28.1 kw aural; antenna height above average terrain 1,052 ft., above ground 285 ft. Estimated construction cost $336,400, first year operating cost $132,000, revenue $120,000. [For details about applicant, see TV Applications, B•T, June 30.]

CHANNEL CHANGE GRANTS

WNBK (TV) Cleveland—From Ch. 4 to Ch. 3, ERP from 15 kw visual and 9 kw aural to 87 kw visual and 44 kw aural, antenna height above average terrain from 619 ft. to 1,040 ft. Estimated cost of change $785,000.

WSYR-TV Syracuse, N. Y.—From Ch. 5 to Ch. 3, ERP from 23 kw visual and 12.8 kw aural to 100 kw visual and 50 kw aural, antenna 1,000 ft. Estimated cost $212,000.

WTAR-TV Norfolk, Va.—From Ch. 4 to Ch. 3, ERP from 24 kw visual and 12 kw aural to 100 kw visual and 50 kw aural, antenna 376 ft. Estimated cost $200,000.

HEARINGS

FCC on July 31 notified 17 applicants for TV stations that their applications are mutually exclusive and indicate necessity for hearing. Two applicants were requested to furnish additional financial information or else hearing would be necessary. For full details, see story, page 55.

APPLICATIONS

(Listed by States)

LOS ANGELES, Calif.—U. of Southern California, Allan Hancock Foundation; UHF Ch. 28 (554-660 mc); ERP 45.6 kw visual, 25.8 kw aural; antenna height above average terrain 2,906 ft., above ground 127 ft. Estimated construction cost $150,000, first year operating cost $195,000. Post Office address: 36th and University Ave., Los Angeles 7, Calif. Studio location: to be determined. Transmitter location: atop Mt. Wilson. Geographic coordinates 34° 13′ 36″ N. Lat., 118° 03′ 59″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer George P. Adair, Washington. **Allan Hancock**, D. B. A., is chairman of board of trustees of U. of Southern California and president of Allan Hancock Foundation for Scientic Research, an integral part of U. S. C.

SACRAMENTO, Calif. — Jack O. Gross, UHF Ch. 46 (662-668 mc); ERP 108.05 kw visual, 54.02 kw aural; antenna height above average terrain 336 ft., above ground 363 ft. Estimated construction cost $288,200, first year operating cost $250,000, revenue $275,000. Post Office address: 1185 Novarra St., Sacramento. Studio and transmitter location: 1080-1085 North "B" St. Geographic coordinates 38° 35′ 29″ N. Lat., 121° 29′ 11″ W. Long. Transmitter RCA, antenna RCA. Legal counsel John P. Hearne, Hollywood, Calif. Consulting engineer Harry R. Lubcke, Hollywood, Calif. **Jack O. Gross,** applicant, is former owner of KFMB-AM-FM-TV San Diego, Calif.

SANTA BARBARA, Calif. Santa Barbara Bcstg. & Television Corp., VHF Ch. 3 (60-66 mc); ERP 42.7 kw visual, 21.4 kw aural; antenna height above average terrain 3,309 ft., above ground 158 ft. Estimated construction cost $289,014, first year operating cost $209,154, revenue $241,200. Post Office address: P.O. Box 157, Santa Barbara. Studio location: To be determined. Transmitter location: San Ynez Peak. Geographic coordinates: 34° 31′ 36″ N. Lat., 119° 58′ 38″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Seymour F. Johnson, Santa Barbara. Principals include Chairman of Board **Harry C. Butcher** (14%), owner of KIST Santa Barbara; President **Colin M. Selph (22%),** vice president and general manager of KDB Santa Barbara from August, 1951, to July, 1952; Vice President and Treasurer **Cecil I. Smith** (12%), resident manager of Schwabacher & Co. (investment bankers), Santa Barbara; Secretary **Alvin C. Weingand** (4%), president, manager and 51% owner of San Ysidro Ranch Corp. (ranching resort), Santa Barbara; **Ronald Colman** (10%), vice president and 49% owner of San Ysidro Ranch Corp., owner and feature player of *Halls of Ivy* (NBC radio program) and independent motion picture actor; **C. H. Jackson Jr.** (28%), manager and 25% owner of Petan Co. (ranching, real estate and dairy), Santa Barbara, and 50% owner of Teluride Mines Inc. (mining), Nevada, and **Arthur F. Marquette** (10%), 50% owner of Sherman & Marquette (advertising agency), Chicago and New York.

STOCKTON, Calif. — KXOB Inc. (KXOB), VHF Ch. 13 (210-216 mc); ERP 229 kw visual, 115 kw aural); antenna height above average terrain 469 ft., above ground 504 ft. Estimated construction cost $515,582, first year operating cost $400,000, revenue $430,000. Post Office address: Hotel Stockton, Stockton. Studio location: Hotel Stockton. Transmitter location: Rt. 99, 1 mi. North of Manteca. Geographic coordinates 37° 49′ 00″ N. Lat., 121° 12′ 54″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Clem J. Randau** (54%), Vice President **Beatrice M. Randau** (1%), Secretary-Treasurer **Sherrill C. Corwin** (15%), **Edward G. Burke Jr.** (15%) and **Ralph E. Stolkin** (15%).

DENVER, Col.—Mountain States Television Co., UHF Ch. 20 (506-512 mc); ERP 89.5 kw visual, 44.7 kw aural; antenna height above average terrain 444 ft., above ground 550 ft. Estimated construction cost $323,400, first year operating cost $350,000, revenue $300,000. Post Office address: 1520 Clarkson St., Denver. Studio and transmitter location: 1520 Clarkson St. Geographic coordinates: 39° 44′ 25″ N. Lat., 104° 58′ 37″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Sher, Oppenheimer & Harris, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **Irving L. Jacobs** (33⅓%), 50% owner of Mammouth Sports Garden Co.; Vice President **Sam S. Sigman** (33⅓%), 50% owner of the K&B Packing Co. (meat packers); and Secretary-Treasurer **Morris Sigman,** 50% owner of K & B Packing Co. (all principals are Denver residents).

ALBANY, Ga.—Albany Bcstg. Co (WGPC), VHF Ch. 10 (192-198 mc); ERP 2.9 kw visual, 1.5 kw aural; antenna height above average terrain 318 ft., above ground 347 ft. Estimated construction cost $112,457, first year operating cost $80,000, revenue $90,000. Post Office address: New Albany Hotel, Albany. Studio and transmitter location: Pine and Jackson Avenues. Geographic coordinates: 31° 34′ 41″ N. Lat., 84° 09′ 05″ W. Long. Transmitter DuMont, antenna GE. Consulting engineer Wayne C. McClung, Atlanta, Ga. Principals include partners **J. W. Woodruff** (90%) and **J. W. Woodruff Jr.** (10%).

SAVANNAH, Ga.—Martin & Minard, VHF Ch. 11 (198-204 mc); ERP 11.5 kw visual, 5.7 kw aural; antenna height above average terrain 347 ft., above ground 337 ft. Estimated construction cost $149,777, first year operating cost $100,000, revenue $120,000. Post Office address: 16 East Bryan St., Savannah. Studio and transmitter location: 212-214 E. Jones St. Geographic coordinates: 32° 04′ 18″ N. Lat., 31° 05′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Russell P. May, Washington. Principals include general partners **Willim H. Martin** (60%), field supervisor for Woodmen of the World Life Insurance Co., Denver, and **J. Gordon Minard** (40%), owner of Minard & Co. (real estate), Savannah.

PEORIA, Ill.—TV and Radio Peoria Inc. (WPEO), UHF Ch. 19 (500-506 mc); ERP 92.6 kw visual, 46.3 kw aural; antenna height above average terrain 318 ft., above ground 293 ft. Estimated construction cost $178,500, first year operating cost $105,000, revenue $130,000. Post Office address: 225 Main St., Peoria. Studio and transmitter location: Highview Road, Fondulac Township. Geographic coordinates: 40° 41′ 53″ N. Lat., 89° 31′ 31″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Lloyd R. Amoo, Des Moines. Principals include President **William E. Ware** (28 4/7%), Vice President **Edward E. Haverstick** (14 2/7%), Secretary-Treasurer **E. E. Haverstick Jr.** (14 2/7%), **Dale Livingston** (14 2/7%) and Chairman of Board **Elwood A. Rothaus** (28 4/7%).

(Continued on page 58)

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees: **KDEN (TV) Denver, Col.** (Empire Coil Co., UHF Ch. 26); **KFEL-TV Denver** (Eugene P. O'Fallon Inc., VHF Ch. 2); **WICC-TV Bridgeport, Conn.** (Southern Connecticut & Long Island Television Co., UHF Ch. 43); **WKNB-TV New Britain, Conn.** (The New Britain Bcstg. Co., UHF Ch. 30); **WWLP (TV) Springfield, Mass.** (Springfield Television Bcstg. Corp., UHF Ch. 61); **WFMJ-TV Youngstown, Ohio** (The Vindicator Printing Co., UHF Ch. 73); **KPTV (TV) Portland, Ore.** (Empire Coil Co., UHF Ch. 27); **WNOW-TV York, Pa.** (The Helm Coal Co., UHF Ch. 49); **KTBC-TV Austin, Tex.** (Texas Bcstg. Corp., VHF Ch. 7); **KHQ-TV Spokane, Wash.** (KHQ Inc., VHF Ch. 6), and **KXLY-TV Spokane** (KXLY-TV, Ch. 4).

MEREDITH PUB.

Files Three TV Bids

HOPING for approval of NBC's petition to allow a single licensee to operate UHF stations over and above the limit of five TV outlets now allowed by FCC's rules [B•T, Jan. 7], Meredith Pub. Co. filed for stations number four and five last week at Minneapolis-St. Paul and Rochester and this week plans to file for number six at St. Louis.

Meredith presently owns WHEN (TV) Syracuse, WOW-AM-TV Omaha and KPHO-AM-TV Phoenix. The firm publishes *Better Homes and Gardens*.

The applications, tendered through Meredith Engineering Co., subsidiary of the publishing firm, request VHF Channel 11 at Minneapolis and UHF Channel 15 at Rochester. The St. Louis application will request VHF Channel 4.

The proposed Minneapolis station seeks effective radiated power of 316 kw visual and antenna height above average terrain of 470 ft. Estimated construction cost is $732,000 and first year operating cost is $511,000.

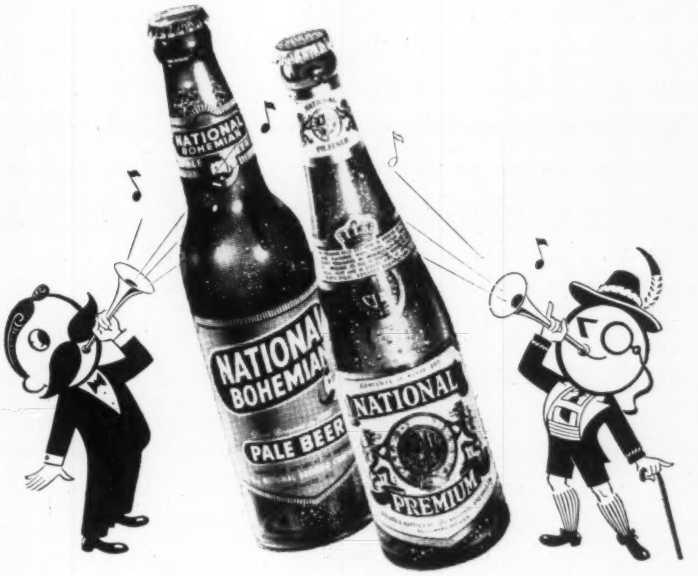
The proposed Rochester outlet requests ERP of 290 kw visual and antenna 435 ft. Estimated cost is $571,000 and first year operating cost about $500,000.

Meredith's proposed St. Louis outlet will cost somewhat more than the Minneapolis station, according to Andrew G. Haley, Washington counsel for Meredith.

NBC's petition, filed earlier this year in FCC's long-pending proposed rule-making proceeding respecting multiple ownership [B•T, Jan. 7], asks the Commission to amend its "five-to-a-customer" rule to allow a single interest to own not more than five VHF stations with no maximum limitation on UHF station holdings. NBC argued that the problem of concentration of control, should it arise, could be handled on a case-to-case basis.

FCC's proposal to amend its multiple ownership rules to set limits of holdings for AM and FM as well as TV was first issued in August 1948. Oral argument was held in January 1949. No further action has been taken by the Commission since that time.

XUM



WHEN television promised to come of age, National Brewing Co. of Baltimore decided to grow with it. Video created Mr. Boh and Mr. Pilsener, National's animated men. It also created new markets and additional sales for its Bohemian and Premium beers. National attributes its success to television's ability to humanize the product as this success story relates.

MR. BOH AND MR. PILSENER

NEARLY a year before Baltimore had its first television station, National Brewing Co. decided to embrace the new medium.

That was in 1947.

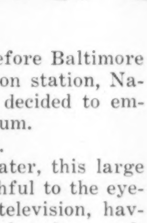
Now, five years later, this large brewery is still faithful to the eye-and-ear appeal of television, having an uninterrupted and expanding record of selective video buying.

Obviously this loyalty is due to one factor—television's ability to influence a large audience.

In the case of National Brewing Co., headquartered in Baltimore, television is influencing many audiences in the eastern portion of the country plus major groups in Chicago and on the West Coast.

Does television pay? Norman S. Almony, National's manager of advertising and sales promotion, is firmly convinced it pays. He summarizes National's convictions in this manner:

"Sales of National Bohemian and National Premium beers have steadily increased as our television coverage has increased, and television has been very instrumental in opening new markets. It must be remembered that the period of our greatest growth and expansion has coincided with the period in which our company has been using television as a selling medium. Our experience in television has left no doubt as to its effectiveness."


Mr. Almony

Inherent in National's TV campaigns are the little animated men, Mr. Boh and Mr. Pilsener. They are symbolic of the two National brews—Bohemian and Premium (Pilsener). The story of their origin is told by David Hale Halpern, vice president of Owen & Chappell, New York, National's advertising agency.

"For many years prior to the advent of television," said Mr. Halpern, "there had appeared on all the labels of National Bohemian Beer a face with a mustache and one eye. Gradually, through the years, this face was used in other media.

"However, it was not until television was used that the figure became as real and as live as a human being. It became known as 'Mr. Boh' (a contraction of the word Bohemian). He was given a voice and became an animated figure known to young and old in all territories where National Bohemian Beer was sold.

"About a year-and-a-half ago, it was felt that National Premium Beer should also have a trade mark character of its own. Owen & Chappell created the figure of Mr. Pilsener. Today both Mr. Pilsener and Mr. Boh have captured the imaginations of the public in newspapers, magazines, outdoor, radio and television."

That emphasizes a trick only television can perform in the field of major advertising media. It's a helpful trick, too—the ability to humanize a product by creating tie-in characters that can be both seen and heard.

Perched atop a fast-rising sales peak, National is able to look back smugly to that day in early 1947 when it decided to pioneer in television advertising.

As National's advertising and sales promotion manager, Mr. Almony recalls the company's entrance into TV this way:

"We entered the television field in October 1947, on the opening day of Baltimore's first television station, WMAR-TV, undeterred by limited audiences and with a firm conviction that the new, untried medium would grow rapidly. Initial telecasts were confined to such varied sporting events as football, basketball, wrestling, tennis, polo matches and the rodeo."

Was National justified in expecting quick results?

Mr. Almony answers that one with emphasis:

"The effectiveness of television as a selling force became apparent almost at once. Realizing that we wished to reach a wider audience than those who followed sports, however, we decided to explore other entertainment fields. The show selected was *National Amateur Time*, a Saturday night feature on WMAR-TV (7 p.m.), and it became an overnight success."

National naturally didn't propose to lose its standing with sports lovers. This audience was served with Tuesday evening wrestling on WMAR-TV. The bouts are also carried by WMAL-TV Washington, which picks them off the air.

Television was working out nicely for National, as one experiment after another proved successful.

"Next," according to Mr. Almony, "National decided to pioneer in the field of afternoon television, desiring to reach and appeal to a different audience. The result was the origination of *National Sports Parade* starring Bailey Goss. This was predominantly a sports show, with variety flavor."

Up to last January the program was carried also by WMAL-TV, picked off the air.

"In the evolutionary process," Mr. Almony explained, "the variety motif grew in importance. The title was changed to *The National Revue*, with Bailey Goss continuing as m. c. The *Revue* is telecast Monday through Friday on WMAR-TV 5-6 p.m., and 4-6 p.m. on Saturdays. A segment is devoted to sports."

While working out program formats to develop a broader appeal, National also bought announcements around its territory with emphasis on adjacencies to high-rated programs. Latest programming venture is a high-rating drama, *Front Page Detective* with Edmund Lowe.

Mr. Halpern

What sort of an audience is reached by National's TV advertising? Here is Mr. Almony's version:

"In the Baltimore area, with about 1¼ million population, National's television programs are seen by approximately 905,000 viewers weekly (American Research Bureau, March ratings), with 330,000 viewing *National Revue*, 255,000 viewing wrestling, 150,000 viewing *Front Page Detective* and 170,000 viewing *National Amateur Time*. In addition to the above, National's sales story is seen and heard by thousands of additional televiewers through spot announcements on all three Baltimore

(Continued on page 62)

Television Grants and Applications

(Continued from page 56)

SPRINGFIELD, Ill.—Great Plains Television Properties Inc., UHF Ch. 20 (506-512 mc); ERP 18 kw visual, 10 kw aural; antenna height above average terrain 335 ft., above ground 355 ft. Estimated construction cost $214,900, first year operating cost $125,000, revenue $125,000. Post Office address: United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill. Studio location: to be determined. Transmitter location: one mile SE of Springfield. Geographic coordinates 39° 46' 13.5" N. Lat., 89° 36' 45.5" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary **Herbert Scheftel**, Treasurer **Alfred G. Burger** and **Stuart S. Scheftel**. Sole owner of applicant is **Transcontinental Properties Inc. (real estate)**, New York, in which Messrs. Scheftel and Burger each have 25% interest.

INDIANAPOLIS, Ind.—Crosley Bcstg. Corp., VHF Ch. 8 (180-186 mc); ERP 28.3 kw visual, 13.2 kw aural; antenna height above average terrain 425 ft., above ground 436 ft. Estimated construction cost $287,580, first year operating cost $1,000,000, revenue $500,000. Post Office address: 140 W. 9th St., Cincinnati. Studio location: to be determined. Transmitter location: North side of East 62nd St., 0.5 mi. East of Allisonville Rd. Geographic coordinates 39° 52' 13" N. Lat., 86° 05' 13" W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington, D. C. Principals include Chairman of the Board **James D. Shouse**, President **R. E. Dunville**, Vice President and Treasurer **K. T. Murphy** and Secretary **R. S. Pruit**. Applicant is licensee of WLW Cincinnati and WINS New York, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. **Avco Manufacturing Corp,** (Crosley & Bendix appliances, Carrollton Furniture, etc.) owns 100% of applicant.

BATON BOUGE, La.—Capital Television & Bcstg. Co., UHF Ch. 40 (626-632 mc); ERP 290 kw visual, 151 kw aural; antenna height above average terrain 339.5 ft., above ground 341 ft. Estimated construction cost $267,885, first year operating cost $150,000, revenue $170,000. Post Office address: 204 W 6th St., Erie. Studio and transmitter location: 1625 Scenic Highway. Geographic coordinates 30° 27' 45" N. Lat., 91° 10' 15" W. Long. Transmitter GE, antenna GE. Legal counsel Haley and Doty, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include equal ⅓ partners: **John W. English,** secretary and 14.8% owner of the Erie Television Corp., applicant for TV station in Erie, Pa., partner in English, Gilson, Baker & Bowler (law firm) and director and minority stockholder in First National Bank, Erie, Erie Coach Co. (bus lines), and others; **James B. Donovan,** member of Watters & Donovan, New York and Washington law firm, and **James R. McBrier,** president of Trask, Prescott & Richardson, (department store), treasurer of Peninsula Realty Co., and director of First National Bank of Erie.

BOGALUSA, La. — Miss-Lou Inc. (WIKC), UHF Ch. 39 (620-626 mc); ERP 19 kw visual, 9.5 kw aural; antenna height above average terrain 385 ft., above ground 391 ft. Estimated construction cost $160,701, first year operating cost $70,000, revenue $55,000. Post Office address: P.O. Box 228, Bogalusa. Studio location: to be determined. Transmitter location: State Rt. 35. Geographic coordinates 30° 48' 52" N. Lat., 89° 54' 06" W. Long. Transmitter RCA, antenna RCA. Legal counsel B. D. Talley Jr., Bogalusa. Consulting engineer A. D. Ring & Co., Washington. Principals include President **I. K. Corken Jr.** (50%), Vice President **H. R. Houser** (20%) and Secretary-Treasurer **B. D. Talley Jr.** (30%).

BALTIMORE, Md. — The Baltimore Radio Show Inc. (WFBR) (Modification of application), UHF Ch. 18 (494-500 mc); ERP 198 kw visual, 99 kw aural; antenna height above average terrain 507 ft., above ground 338 ft. [For earlier application, see B•T, July 21.]

BALTIMORE, Md.—WITH-TV Inc. (WITH), UHF Ch. 18 (494-500 mc); ERP 224 kw visual, 112 kw aural; antenna height above average terrain 713 ft., above ground 545 ft. Estimated construction cost $398,500, first year operating cost $250,000, revenue $200,000. Post Office address: 7 East Lexington St., Baltimore. Studio location 7 East Lexington St. Transmitter location: South side of Edmondson Ave. Extended between Ingleside and Winters Land. Geographic coordinates: 39° 17' 05" N. Lat., 76° 44' 20" W. Long. Transmitter RCA, antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Jansky & Bailey, Washington. **The Maryland Bcstg. Co.,** licensee of WITH-AM-FM Baltimore, owns 100% of applicant. Principals include President **Thomas G. Tinsley Jr.** (14%), Vice President **Robert C. Embry, Louise McClure Tinsley** (life tenant under the will of Robert C. Embry) (70.4%), Secretary-Treasurer **Louise McClure Tinsley** (2%), and the **Girard Trust Co.** of Philadelphia (14%).

✣ FALL RIVER, Mass.—New England Television Co. (Modification of application), UHF Ch. 46 (662-668 mc); ERP 20.2 kw visual, 10.1 kw aural; antenna height above average terrain 397 ft., above ground 189 ft. [For earlier application, see B•T, July 21.]

BATTLE CREEK, Mich.—Booth Radio & Television Stations Inc., UHF Ch. 64 (770-776 mc); ERP 26 kw visual, 13 kw aural; antenna height above average terrain 228 ft., above ground 317 ft. Estimated construction cost $167,500, first year operating cost $165,000, revenue $165,000. Post Office address: 700 Buhl Bldg., Detroit. Studio location: to be determined. Transmitter location: Wolverine Tower. Geographic coordinates 42° 19' 18" N. Lat., 85° 11' 03" W. Long. Transmitter DuMont, antenna RCA. Legal counsel W. T. Pierson, Washington. Principals include President and Treasurer **John L. Booth** (84.3%), Secretary **Edwin E. Nyy, Mrs. John L. Booth** (9.4%) and **John L. Booth II** (6.3%). Applicant is licensee of WJLB Detroit, WBBC Flint, Mich., and WSGW Saginaw, Mich.

BATTLE CREEK, Mich. —Michigan Bcstg. Co. (WBCK), UHF Ch. 58 (734-740 mc); ERP 18.63 kw visual, 9.31 kw aural; antenna height above average terrain 479 ft., above ground 454 ft. Estimated construction cost $161,000, first year operating cost $120,000, revenue $135,000. Post Office address: 402 Security National Bank Bldg. Studio location: 402 Security National Bank Bldg. Transmitter location: 0.9 mi. E of Riverside Drive. Geographic coordinates: 42° 17' 40" N. Lat., 85° 11' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Guilford Jameson, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Robert H. Holmes** (50%) and Secretary Treasurer **David N. Holmes** (50%).

GRAND RAPIDS, Mich—Music Bcstg. Co. (WGRD), UHF Ch. 23 (524-530 mc); ERP 213 kw visual, 106 kw aural; antenna height above average terrain 461 ft., above ground 430 ft. Estimated construction cost $384,685, first year operating cost $416,800, revenue $397,406. Post Office address 35 Lafayette St. N.E., Grand Rapids. Transmitter location Plymouth at Leonard St. N.E. Geographic coordinates 42° 59' 14" N. Lat., 85° 37' 26" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President and Treasurer **Paul F. Eichhorn** (9.28%), Vice President **Carl H. Runciman** (15.14%), Secretary **Carl J. Riddering** (9.6%), Assistant Secretary-Treasurer **Richard Groenvelt** (4.64%), **Wayne H. Young** (10.49%), **Frank Bowers** (14.92%), **Robert Hooker** (5.85%), **Robert** and **Dorothy C. Hooker** (4.64%), **Allen E. McGraw** (10.86%), **Marjorie K. McGraw** (8.28%), **Wayne H.** and **Vesta B. Hudson** (4.64%) and **Roy Datema** (1.62%).

MINNEAPOLIS, Minn.—Meredith Engineering Co., VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 167.1 kw aural; antenna height above average terrain 470 ft., above ground 601 ft. Estimated construction cost $732,000, first year operating cost $511,000, revenue $475,000. Post Office address 1716 Locust St., Des Moines, Iowa. Studio location to be determined. Transmitter location Foshay Tower, 9th St. and Marquette Ave. Geographic coordinates 44° 58' 28" N. Lat., 93° 16' 10" W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer George P. Adair, Washington. Sole owner is **Meredith Publishing Co.,** Des Moines, publisher of *Better Homes & Gardens* major portion of stock is owned by wife and descendants of E. T. Meredith Sr., founder of company; **Edna E. Meredith,** widow of E. T. Meredith, 10.02%; **Edwin T. Meredith Jr.,** president of company and son of founder, 16.59%; **Mildred M. Bohen,** secretary-treasurer and daughter of founder, 16.59%; about 37% is held in trust, and remaining 20% is held by general public. Applicant is licensee of WHEN (TV) Syracuse, N. Y., WOW-AM-TV Omaha, Neb., and KPHO-AM-TV Phoenix, Ariz. Applicant is applying for new TV stations for Rochester, N. Y., and St. Louis, Mo.

SPRINGFIELD, Mo. — Independent Bcstg. Co. (KTTS), VHF Ch. 10 (192-198 mc); ERP 12.7 kw visual, 6.3 kw aural; antenna height above average terrain 262 ft., above ground 231 ft. Estimated construction cost $175,000, first year operating cost $180,000, revenue $175,000. Post Office address: Chamber of Commerce Bldg., Springfield. Studio and transmitter location: Walnut and Jefferson Streets. Geographic coordinates: 37° 12' 26" N. Lat., 93° 17' 25" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer James C. McNary, Washington. Principals include President **J. H. G. Cooper** (61%), Vice President-Treasurer **Frank Sedgwick** (5%), Vice President **G. Pearson Ward** (8.8%), and Secretary **Irving W. Schwab** (14.6%).

ST. LOUIS, Mo. — Broadcast House Inc. UHF Ch. 36 (602-608 mc); ERP 284.2 kw visual, 148.6 kw aural; antenna height above average terrain 317 ft., above ground 398 ft. Estimated construction cost $350,000 first year operating cost $260,000, revenue $240,000. Post Office address 319 North Fourth St., St. Louis. Studio location 999 South 6th St. Transmitter location 6 North 7th St. Geographic coordinates 38° 36' 52" N. Lat., 90° 10' 17" W. Long. Transmitter GE, antenna GE. Legal counsel Lucien Hilmer, Washington. Consulting engineer George P. Adair, Washington. Principals include President **William E. Ware,** president and 24.9% owner of KSTL St. Louis, 28% owner of Television & Radio Peoria Inc., applicant for TV station in Peoria, and sole owner of WPEO Peoria; Vice President **Oscar D. Guth** (15.6%), treasurer and 16% owner of Edwin F. Guth Co. lighting fixture mfrs.), vice president and 16% owner of St. Louis Brass Mfg. Co. and interested in real estate holding operations; Secretary **William H. Biggs** (25%), ⅓ partner in Biggs, Curtis, Biggs & Crossen (law firm); Treasurer **Edward E. Haverstick Jr.,** treasurer and 17.7% owner of KSTL, 14% owner of WPEO and ¼ partner in Smith, Moore & Co. (investment brokers, and **Albert G. Blanke Jr.** (23.4%), small private investments in securities and oil properties. **Ray Roberts Inc.,** gas appliance jobbers, has 15.6% interest in applicant.

✣ BUTTE, Mont.—Copper Bcstg. Co. (KOPR) VHF Ch. 4 (66-72 mc); ERP 14.1 kw visual, 7.05 k waural; antenna height above average terrain 347 ft., above ground 300 ft. Estimated construction cost $102,462, first year operating cost $100,000, revenue $135,000. Post Office address Hotel Finlen, Butte Studio and transmitter location Beef Trail Rd. Geographic coordinates 45° 55' 30" N. Lat., 118° 34' 18" W. Long. Transmitter composite, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank C. Carman** (16.74%), Vice President **Ed Cooney** (10%), Secretary **Robert D. Corette** (10.5%), Treasurer **David G. Smith** (16.75%) and **Grant R. Wrathall** (16.75%).

NEW BRUNSWICK, N. J.—State of New Jersey, UHF Ch. *19 (500-506mc); ERP 105.2 kw visual, 52.6 kw aural; antenna height above average terrain 782 ft., above ground 461 ft. Construction cost, first year operating cost and revenue not estimated. Post Office address State House, Trenton. Studio location College Heights, Rutgers U. Transmitter location Washington Rock. Geographic coordinates 40° 35' 49" N. Lat., 74° 28' 31" W. Long. Transmitter DuMont, antenna RCA, Studio equipment DuMont. Legal counsel Attorney General of New Jersey, Trenton. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Projected educational station will be under supervision of **Chester Robbins,** Acting Commissioner of Education of New Jersey.

BINGHAMTON, N. Y. — The U. of the State of New York, UHF Ch. *46 (662-668 mc); ERP 198 kw visual, 105 kw aural; antenna height above average terrain 551 ft., above ground 531 ft. Estimated construction cost $251,500. Post Office address: State Education Dept., Albany, N. Y. Studio location: 31 Main Street. Transmitter location on grounds of state Veterans Hospital on eastern edge of Binghamton. Geographic coordinates: 42° 06' 46" N. Lat., 75° 52' 01" W. Long. Transmitter GE, antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead, Albany, N. Y. Principals include the Regents and Commissioner of Education of the State of New York.

ENDICOTT, N. Y.—Ottaway Stations Inc. (WENE) UHF Ch. 40 (626-632 mc); ERP 80.7 kw visual, 45.7 kw aural; antenna height above average terrain 897 ft., above ground 542 ft. Estimated construction cost $255,733, first year operating cost $193,939, revenue $215,000. Post Office address 909 East Main St., Endicott. Studio location 909 East Main St. Transmitter location Fuller Hollow Rd. Geographic coordinates 42° 04' 26" N. Lat., 75° 58' 31" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **James H. Ottaway** (40%), Vice Presidents **Byron E. French** and **Eugene J. Brown,** Secretary **Ruth B. Ottaway** (30%), Treasurer **Francis H. Brinkley** and **Ruth O. Sokoloff** (30%).

ITHACA, N. Y.—U. of the State of New York, UHF Ch. *14 (470-476 mc); ERP 202.5 kw visual, 105 kw aural; antenna height above average terrain 1,313 ft., above ground 543 ft. Estimated construction cost $251,500. Post Office address: State Education Dept., Albany, N. Y. Studio location: State College of Agriculture. Transmitter location: Conn. Hill, 10 mi. SW of Ithaca. Geographic coordinates: 42° 23' 12" N. Lat., 76° 40' 10" W. Long. Transmitter GE, antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead, Albany, N. Y. Principals include the Regents and Commissioner of Education of the State of New York.

(Continued on page 89)

CONGRATULATIONS go from Norman Gittleson (r), WJAR-TV Providence, R. I., program and sales manager, to Mayor Walter H. Reynolds (l) and Harry Pinkerson, general chairman of the mayor's Traffic Safety Committee, which earned the city four safety awards for its work. The committee carries a weekly program over WJAR-TV, which also televised the awards presentation.

ANTI-TRUST SUIT

NARTB, Hollywood Silent

DESPITE an undercurrent of feverish activity, most parties affected by the Dept. of Justice suit to force release of 16mm feature films to television had adopted a "no comment" policy last week.

The suit, filed July 22 in Los Angeles, charges 12 motion picture producing and exhibiting firms with conspiracy to restrain interstate commerce in 16mm feature films in violation of the Sherman Act [B•T, July 28].

The suit also asks the court to direct each defendant to grant unrestricted licenses for the exhibition, including telecasting, of such feature films.

Would Open New Vistas

If the Dept. of Justice is successful, new vistas of film programming would be opened to telecasters throughout the nation.

It is believed there is a backlog of some 5,000 feature films of 16mm width, of which as many as 2,000 would be suitable for video, the remaining 3,000 being out-dated.

In New York, television station and network executives weren't talking. Many felt any comment forthcoming should be issued by NARTB. In Washington, NARTB politely said it had no comment.

In Chicago, Zenith Radio Corp., whose pay-as-you-see Phonevision would be affected, was noncommittal.

In Hollywood and New York, picture producers and exhibitors maintained a stern "no comment" policy. Disappearing behind closed doors to map out strategy, film executives said they would do their talking in court.

Arthur Levey, president of Skiatron Electronics & Television Corp., sponsors of a subscription video system, however, recognized an ally in the initiator of the government suit and was willing to talk about it.

"If the government succeeds in forcing the major motion picture companies to sell their films to television, subscription TV will be the only practical method of bridging the inevitable economic gap," Mr. Levey said.

"Justice Dept. efforts to compel film distributors to make 16mm versions of their feature pictures available to television inevitably will strengthen the position of subscriber-vision and may hasten its introduction to the public," Mr. Levey added.

"Even if the government wins its case and the movie firms offer their pictures for sale," he said "the question still remains: 'Who can afford this celluloid bounty?' The picture people will undoubtedly put a stiff price on their product, and justly so. Neither the sponsors, nor the networks, nor the individual stations will be able to meet it.

Levey Notes Subscription TV

"Only through subscription TV, which transfers the box office directly and effectively to the living room, will television be able to afford Hollywood's better films and at the same time create a new era of prosperity for both industries," Mr. Levey concluded.

Spokesmen for two large independent TV film production companies in New York advanced the incisive theory that the major movie studios welcomed, perhaps even instigated the suit.

"The picture people are looking for a way out to placate their stockholders," one producer commented. "Here's a ready-made solution. They know that they have to work with television, despite all the protests they've been making in the past few years. They know they can't make money with theatre re-issues but they can clear a lot of money with release to TV.

"After all," he continued, "they see a lot of British companies cleaning up and if they were forced to issue this film to TV, they could save face and please all the stockholders who are breathing down their necks."

The second spokesman remarked that he has discussed the suit with other independent TV film producers and that some are inclined to agree the major film companies "forced the suit."

These major companies are aware, the spokesman added, that they are facing a constantly dwindling market and the government action will enable them to recoup some of their losses without an admission they they have "surrendered to television."

Meanwhile, in Washington, the Dept. of Justice indicated that since it had initiated the action, the next move was up to the defendants.

Appear in Court Aug. 11

The defendants are to appear in court Aug. 11 to answer the complaint. At that time, they are expected to request additional time to prepare their answers. Or, as one attorney suggested, they may ask the Justice Dept. for a bill of particulars since the complaint is couched in very general terms.

In any event, all hands agreed it may be as long as five or six years before final disposition of the suit.

It was understood the government, while not compromising its legal position, had met the angry protests of film producers and exhibitors with a soft word.

A representative of the exhibitors, who requested his identity not be revealed, disclosed he had received a letter from the Dept. of Justice which said, in part:

> **We are cognizant of the problems confronting exhibitors as a result of the development of television. If the defendants are found to have violated the Sherman Act, we shall give solicitous attention to those problems in considering what action is to be taken to prevent and restrain a continuation of defendants' activities.**
>
> **Please be assured that the objective of this suit is not to deprive theatres of an opportunity to exhibit motion pictures at a profit nor do we think that the relief we ask for in the suit is reasonably subject to such an interpretation.**

In the letter, the Justice Dept. called attention to language in the suit which recognized the desirability of continuing "reasonable clearance periods between runs of a particular feature motion picture in a theatre and exhibitions (including telecasts) of the same motion picture on 16mm film." The suit did not specify what would be considered "a reasonable time."

Defendants Named

Defendants named in the suit were 20th Century-Fox Film Corp.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; Republic Pictures Corp.; Republic Productions Inc.; Columbia Pictures Corp.; Screen Gems Inc.; Universal Pictures Co. Inc.; United World Films Inc.; Films Inc., and Pictorial Films Inc.

PALSY DRIVE

WOAI-TV Raises $73,414

WOAI-TV San Antonio raised $73,414 for the United Cerebral Palsy Fund by a 16½-hour telethon which featured Dagmar, Penny Singleton and Walter O'Keefe.

In addition to donating the time and station facilities, WOAI-TV's management contributed $1,000 to the fund. From KEYL (TV) San Antonio came $61, contributed by the technical and production staff.

More than $15,000 in merchandise was given by local merchants as prizes. Based on the $73,414 estimate, WOAI-TV officials figured returns at a little better than 90 cents per TV home in the area.

WOAI-TV's Bill Shomette emceed the entire show which ran through 30 acts. He was assisted by Nick Paul, Perry Dickey and Dave Hubbard. Ed Hyman helped produce the show.

Stephen L. Lucas, assistant director, UCP Assn., commented, "The San Antonio telethon, per capita and per number of sets, has been the most successful show we have had during 1952. That's from two angles: A—financial returns, and B—entertainment value."

Washington Watches Movies

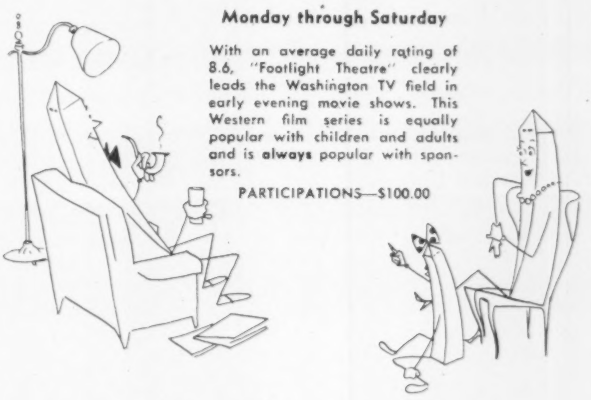
FOOTLIGHT THEATRE

6-6:50 p.m.

Monday through Saturday

With an average daily rating of 8.6, "Footlight Theatre" clearly leads the Washington TV field in early evening movie shows. This Western film series is equally popular with children and adults and is always popular with sponsors.

PARTICIPATIONS—$100.00



Watch Washington

Effective buying income in the Washington metropolitan area has increased 18 percent since 1930—and the average family income in the District of Columbia is 35 percent higher than the national average. Are you getting your share of this rich market?

WNBW 4 WASHINGTON

Represented by NBC Spot Sales

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REPRESENTING LEADING TELEVISION STATIONS:

Davenport (Central Broadcasting Co.—WHO-WOC)	WOC-TV*
Fort Worth-Dallas (STAR-TELEGRAM)	WBAP-TV*
Louisville (WAVE, Inc.)	WAVE-TV*
Miami (Wometco Theatres)	WTVJ
Minneapolis-St. Paul (DISPATCH-PIONEER PRESS)	WTCN-TV
New York (THE NEWS)	WPIX
St. Louis (POST-DISPATCH)	KSD-TV*
San Francisco (THE CHRONICLE)	KRON-TV*

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*Primary NBC Affiliates

FREE &

Pioneer Station

UNIV
OF TU
AUG 5 1952
LIBRARY

"HE'LL BE DEMONSTRATING THAT FOR **MILLIONS** OF OWNERS, TONIGHT!"

If you have anything to sell to the great mass market — most especially, anything whose beauty, utility, efficiency or economy can be demonstrated visually — *television is your medium.* Compared with printed advertising of any sort, television is so dramatic, so persuasive, so personal as to dwarf the potentials of the graphic arts. . . .

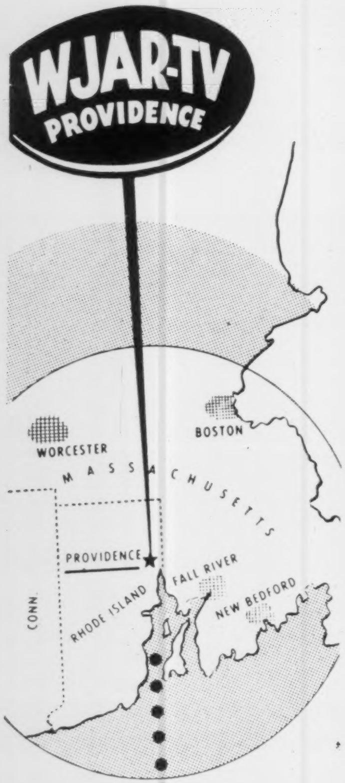
Free & Peters represent stations that serve 27% of all the television homes in America. We can offer available time and programs on one station serving 110,000 homes, or on all eight stations serving nearly 5,000,000 homes, or on anything in between. If you're interested in testing your program, we can submit a typical city in almost any population range, up to and including the vast New York market. Let us give you the costs — on both the per-station basis and the cost-per-thousand-viewers *reached.*

PETERS, INC.

ion Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO

PINPOINT
YOUR
PERSISTENT
SALESMAN



SELLING
PROSPEROUS
SOUTHERN
NEW
ENGLAND
with
UNDUPLICATED COVERAGE
in
220,000
HOMES!

Represented Nationally by
Weed Television

In New England — Bertha Bannan

Canadian TV-less Taverns

WHEN CBFT Montreal began preliminary telecasts of Montreal baseball July 25, taverns which had installed TV sets found they had to keep them turned off because the Quebec Liquor Control Board ruled taverns could not attract trade with special inducements such as shows of any kind. Television came in this classification, and bars and taverns which had spent considerable money on large-screen sets found their investments of no value in bringing in trade.

ROSS REPORTS SOLD

To Television Index Inc.

SALE of Ross Reports on Television to Television Index Inc., a newly-formed corporation, was announced today (Monday) by Wallace A. Ross, publisher of the programming reports since 1949.

Mr. Ross will announce his future plans after his return from a European vacation trip in mid-September.

Jerry Leichter has been named executive director and editor of Ross Reports. Mr. Leichter, who is editor and publisher of *Publicity Record*, a weekly newspaper for publicists, will retain that post during his association with Ross Reports. The two organizations remain corporately separate.

THREE UTP SHOWS

Sold in 9 TV Markets

UNITED Television Programs has announced sale of the musical TV film series, *Old American Barn Dance*, to the Falls City Brewing Co., Louisville, Ky., for showing on WAVE-TV Louisville and WSAZ-TV Huntington, W. Va.

UTP Sales Director Aaron Beckwith also announced that the Bing Crosby Enterprises' package, *Royal Playhouse*, re-runs of *Fireside Theatre*, was renewed on WBTV (TV) Charlotte for the Streitman Biscuit Co. and on WDSU-TV New Orleans for local sponsorship. Mr. Beckwith disclosed that UTP's new 13-week football package, *Collegiate Highlights of 1952*, has been pre-sold in five markets (see story this issue).

DuMont Shifts Scott

ROBERT G. SCOTT, formerly head of the commercial engineering section of the Cathode-Ray Tube Div. of Allen B. DuMont Labs., Clifton, N. J., has been appointed manager of sales engineering of same firm.

ADMIRAL EXPECTS

Post-Conventions Sales Rise

ADMIRAL Corp., Chicago, expects to reap benefits from its convention sponsorship on ABC-AM-TV for several months, according to Wallace C. Johnson, vice president in charge of sales. Sales response has been tabbed on all lines advertised by the firm during the national Republican and Democratic conventions in Chicago last month.

Mr. Johnson termed the impact from the network radio and TV convention sponsorship "tremendous." Admiral used a total of 105 hours of TV coverage and 100 hours of radio during the two convention weeks, of which 310 minutes, 42 seconds of commercials were used in video and 215 minutes in radio.

Greatest increase in sales thus far has been recorded in the refrigerator line, priced from $199.95 to $519.95, with the fastest moving the 11-ft. models ranging between $339 and $399. The company sold more refrigerators during the week of the Democratic convention (July 21) than in any week this year, Mr. Johnson said.

Sales in smaller cities seemed to be greater than in large metropolitan areas, where TV sets, for example, have been sold to the near-saturation point. Dealer and distributor inventories on TV sets and refrigerators are lower than at anytime this year, the company spokesman said.

CTS-FAIRBANKS

Combine Sales Forces

CONSOLIDATED Television Sales, a subsidiary of Los Angeles *Times*, and distribution division of Jerry Fairbanks Inc., under an agreement concluded Friday have joined in creation of an enlarged national sales and distribution organization, Mr. Fairbanks and Peter M. Robeck, general manager of CTS, jointly announced.

To be fully staffed with offices in seven major cities under the new setup, Consolidated TV Sales will offer TV film producers national coverage for spot and regional sales and distribution.

Mr. Boh & Pilsener

(Continued from page 57)

TV stations (WMAR-TV WBAL-TV and WAAM (TV))."

Tailoring TV purchases to its special needs in each area, National's basic schedule, aside from spot announcements, includes these additional weekly programs:

Wrestling From Hollywood (film) — WFMY-TV Greensboro, N. C.; WTVR (TV) Richmond, Va.; WTAR-TV Norfolk, Va.; WGAL-TV Lancaster, Pa.

Front Page Detective (film) — WJAC-TV Johnstown, Pa.; WMAR-TV Baltimore; WMAL-TV Washington.

MCA half-hour film series—WGN-TV Chicago.

Baltimore wrestling — WMAR-TV Baltimore; WMAL-TV Washington.

Jack Wheeler Show—KTTV (TV) Los Angeles participating program, thrice-weekly.

Spots on KRON-TV San Francisco.

On top of that, National buys telecasts of such special events as harness racing from Baltimore Raceway, Eastern Open Golf Tournament and finals of the *Baltimore Evening Sun* bowling tournament.

Adaptability Factor

That custom-built type of telecasting is flexible and gives National a chance to adapt its advertising to special market needs. For example, the company sells only Premium beer outside the eastern area. Both Premium and Bohemian are sold, and of course promoted, in the basic eastern markets. The TV advertising is easily tailored to the individual market and the special local audience. Extensive tie-in promotions are carried out in cooperation with distributors and dealers.

After nearly five years of telecasting, what does National Brewing Co. think of this spoken-viewed type of sales stimulation?

Mr. Almony: "Our faith in this new advertising medium has been more than justified, and television has undoubtedly been a primary factor in National's rapid growth."

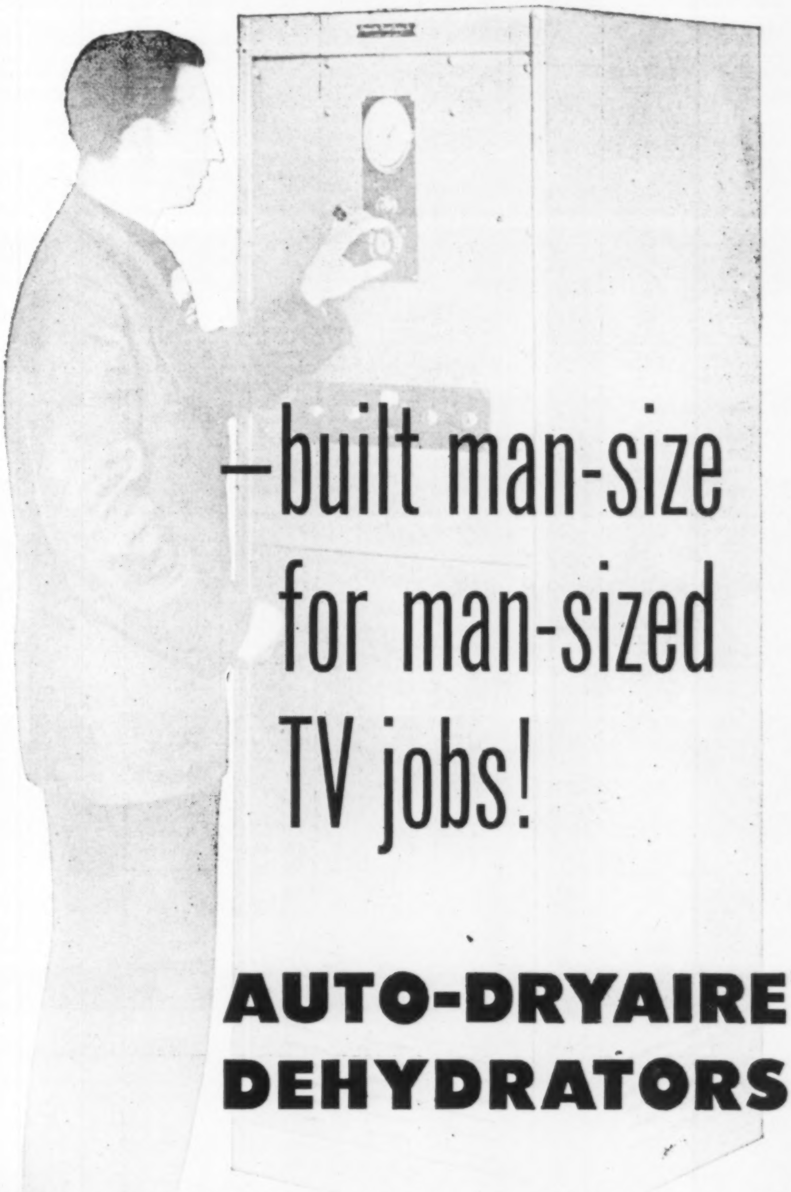
TV CAMERA LENSES
from 1 to 40 inches!

Made by the world-famed optical houses of
CARL ZEISS, JENA
HUGO MEYER, GORLITZ
ASTRO, BERLIN

All lenses Telensco mounted and specially coated for TV. Special problems in TV optics and trick effects welcomed. Unique Prisms and optical components of all types now available. WRITE TODAY for a complete list of TV lenses and prices. *Specify type of camera used.*

CBS has purchased a large quantity of these superb lenses for use in their new "TELEVISION CITY" in Hollywood.

ERCONA CAMERA CORP., TV Department, 527 Fifth Ave., New York 17, N. Y.



—built man-size for man-sized TV jobs!

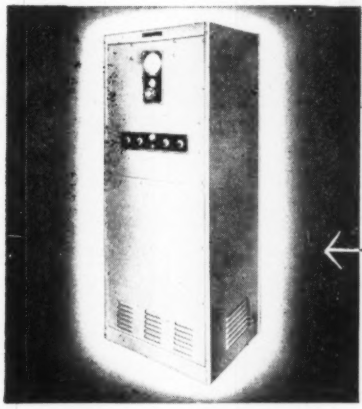
MODEL 105-507

AUTO-DRYAIRE* DEHYDRATOR

SPECIFICATIONS:

- Fully automatic—dry air available without interruption. Capacity 3 CFM
- Dewpoints below — −40° F.
- Floor model—26" W x 22" D x 66⅞" H
- Operating pressure adjustable up to 50 PSI
- Serves up to:
  40,000 ft. 1⅝" Transmission Line.
  10,000 ft. 3⅛" Transmission Line.
  3,500 ft. 6⅛" Transmission Line.

AUTO-DRYAIRE* DEHYDRATORS



MODEL 105-507 is fully automatic—this particular unit delivers 3 CFM. There are many others in the complete family of Auto-Dryaire* Dehydrators having characteristics to meet all requirements—standard models with deliveries from .15 CFM to 3.0 CFM; larger capacities to specifications.

For performance plus, specify the following products of our manufacture: SEAL-O-FLANGE* TRANSMISSION LINE, AM, FM and TV TOWER HARDWARE, LO-LOSS SWITCHES, and COAXIAL DIPOLE ANTENNAS. Inquiries invited.

*REGISTERED
TRADE MARK

Communication Products Company, Inc.
MARLBORO, NEW JERSEY — Telephone: FReehold 8-1880

COMPARATIVE NETWORK SHOWSHEET

© 1952 by Broadcasting Publications, Inc.

TELECASTING

	SUNDAY				MONDAY				TUESDAY				WEDN	
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS
6:00 PM	*Film*	*Man of the Week* L		*Are You Positive?* L										
6:15														
6:30	*Film*	Alcoa It's News To Me L	*The Week in Religion*	*Fearless Fosdick* F	Kellogg Space Cadet L								Kellogg Space Cadet L	
6:45														
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	*Super Ghost* L			General Foods Capt. Video	*I've Got News for You* L			General Foods Capt. Video	*The Mayor of Hollywood* L		
7:15														
7:30	*Everybody's Business* F	American Tobacco Your Lucky Clue L		Revere Meet the Press L	*Curtain Up* F	GM-Oldsmobile News L		P&G Those Two L	P&G Beulah F	Amer. Cig. & Cig. Co. News L		*Liberace* L	Bendix Swanson (alt. wks.) The Name's The Same L	GM-Oldsmobile News
7:45						Chesterfield Eddy Arnold		Camel News Caravan L		Lever Pepsodent runs from 7:45-8 p.m. Only Shadow Wave Music Hall		Camel News Caravan L		Chesterfield Eddy Arnold
8:00	*King's Crossroads* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P The Big Payoff L	*Out of the Fog* F	Lever Lux Video Theatre L	*Pentagon Washington*	Quiz Kids Crosley Masquerade Party Speidel (alt. wks.)	*On Trial* L		*Power of Women W. Vivien Kellems*	*Midwestern Hayride* L	*The Paul Dixon Show* L	Pillsbury Toni (alt.) Godfrey & His Friends L
8:15														
8:30					*Washday Theatre* F	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L	*United—Or Not?* L	(Co-op) Feature Film	Curtis Publishing Co. Keep Posted			Liggett & Myers Godfrey & His Friends L
8:45														
9:00	*America In View* F	General Electric Information Please L	Clorets Chlorophyll Gum King Detect.	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse		Philip Morris My Little Margie F	*Guide Right*	Pearson Pharm. Lights Out L	*Stock Car Racing* L	Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	Wine Corp. of America Guess What?	Procter & Gamble Boss Lady F	Bayuk Cigars Ellery Queen L	Colgate Strike It Rich L
9:15														
9:30	*Focus* F	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man			Gen. Foods Instant Maxwell Coffee L Swansdown Who's There	Co-op Boxing from Eastern Parkway	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents		Electric Auto-Lite Suspense L	*Quick on the Draw with Bob Dunn*	Armstrong Circle Theatre L	*In the Time* F	R. J. Reynolds The Hunter L
9:45					*Film*									
10:00		B.F. Goodrich Celebrity Time L	*They Stand Accused*	Hallmark Hall of Fame L		Westinghouse Summer Theatre L				Block Drug Danger L		P. Lorillard Original Amateur Hour L	Co-op Wrestling L (10 to Midnite)	Pabst Sales Co. Blue Ribbon Bouts L
10:15	*Film*				B. Graham Hour of Decision F									
10:30		Jules Montenier What's My Line L		Bohn Alum. American Forum				Co-op Who Said That L			*Meet the Boss*			
10:45							*Boxing Interviews with Husing*					Considine Mutual of Omaha		General Cigar Sports Spot
11:00	Carter Prods Drew Pearson L	Norwich Sunday News Spec.				Longines Chronoscope								Longines Chronoscope
11:15 PM														

DAY

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
9:00 AM												
9:15												
9:30												
9:45												
10:00						Gen. Motors Frigidaire Godfrey Tu&Th		*Prologue to the Future* F				
10:15						News Tu&Th						
10:30						Lever-Rinso (M.thruTh) Godfrey		*Breakfast Party* L				
10:45						*The Al Pearce Show*						
11:00								*Mrs. U.S.A.* F	Ralston-Purina (Alt. wks. sponsorship) *Space Patrol* F	*The Whistling Wizard*		
11:15						Gen. Mills Bride & Gr'm						
11:30						C-P-P (MWF) Strike It Rich L		*It's A Problem*	Fleers Pud's Prize Party L	Brown Shoe Smilin' Ed McConnell F		
11:45												
12:00 N	*Papa Bear's Newsreel* F	*In The Park* L					*Woman's Club*	Prtcpting. Sponsors Ruth Lyons' 50 Club L		National Dairy The Big Top L		
12:15 PM	Sweets Co. Tootsie Hippodrome L					Amer. Home All Products Love of Life	*Noontime News with Walter Raney*					
12:30	Voice of Prophecy Faith For Today L	M&M Ltd. Candy Carnival L				P&G Search for Tomorrow	*Take the Break with Don Russell*					
12:45												
1:00							Helene Curtis Inc Rumpus Room					
1:15												

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	*TV Tot's Time* F
5:00	Canada Dry Super Circus (alt. sp.) (5-5:30) L Co-op 5:00-5:30 alt. Sun. (5:30-6) every Sun.
5:15	
5:30	
5:45 PM	

VEN NG

FOR AUGUST 1952

VEDN	ESDAY		THURSDAY				FRIDAY				SATURDAY				
BS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
															6:00 PM
															6:15
							Kellogg Space Cadet L								6:30
															6:45
	General Foods Capt. Video	*I've Got News for You* L			General Foods Capt. Video	*The Mayor of Hollywood* L			General Foods Capt. Video	*I've Got News for You* L	*Saddle Pal Club* F	*Stork Club*		*Mr. Wizard*	7:00
				Amer. Cig. & Cig. Co. News											7:15
M- nobile ws		P&G Those Two L	General Mills Lone Ranger F	Lever Pepsodent runs 7:45-8:00 p. m. Shadow Wave Music Hall		*Liberace* L	General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L		Sylvania Beat The Clock L	*Pet Shop*	Bob and Ray *Miles Labs (alt. wks.) L	7:30
erfield Arnold		Camel News Caravan L				Camel News Caravan L		Chesterfield Eddy Arnold		Camel News Caravan L					7:45
bury (alt.) rey & riends ,	*Midway with Don Russell*	*Youth Wants to Know* L	*Other Lands Other People* F (except WJZ-TV)	Carnation Burns Allen (alt.) L *Al Pearce*		DeSoto-Plymouth Groucho Marx F	*Our Neighbors to the North* F	Gen. Foods Maxwell House Coffee A. Murray Show L	*Down You Go*	*Curtain Call* L	Nash-Kelvinator Whiteman TV Teen Club L	(Co-op) Summer Cinema Feature Films 8 p. m. thru 11 p. m.		Pet Milk Kellogg All Star Summer Revue L	8:00
															8:15
gett yers rey & riends ,	*Straw-Hatters with Bob Haymes*	*Juvenile Jury* L	Lorillard Chance of a Lifetime L	Blatz Brewing Amos 'n' Andy (alt. wks.) F	Tydol Headline Clues Broadway to Hollywood	*Guess What Happened* L	*Encore Playhouse* F	R. J. Reynolds Pantomime Quiz	*Twenty Questions*	Gulf Oil We, The People L	*Feature Playhouse* F				8:30
															8:45
gate ike Rich ,		Krafts Foods Television Theatre L	*Strength For A Free World* F	Westinghouse Pick the Winner (st. 8/14)	Gruen Playhouse (alt. wks.)	Fatima Dragnet F (alt. wks.) Chesterfield Gangbusters F	"	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig. & Cig. Doorway to Danger L				Participating Sponsors Dance Party L	9:00
															9:15
J. nolds Hunter ,			*Do's or Dont's* F	Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Mister Peepers L	Kreisler, Masland (alt. sp.) Tales of Tomorrow	General Foods Sanka Foot Light Theatre		Campbell Playhouse F			Co-op Wrestling from Chicago Jack Brickhouse		9:30
															9:45
ost Co. ne oon nts ,		*Recital Hall* L		Philip Morris Racket Squad F	*This Is Music*	U.S. Tobacco Martin Kane		Pearson Pharmacal Police Story L	Drug Store TV Prod. Cavalcade of Stars	Gillette Summer Sports Reel					10:00
															10:15
				Carter Toni (alt.) I've Got A Secret L	*Author Meets the Critics*					Greatest Fights of the Century F		Serutan Co. Battle of The Ages (st. 9/6)		Assignment Manhunt American Tobacco L	10:30
eral ar Spot										*Nature of Things* L					10:45
ines ono- pe								Longines Chronoscope					Boyle-Midway Sports Showcase		11:00
															11:15 PM

Y TIME

	SUNDAY			MONDAY - FRIDAY				SATURDAY			
ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
			Religious Hour Frontiers of Faith L		Garry Moore Show (See footnote)						
					P&G Guiding Light L						
					Mike & Buff Show L						
							The Big Payoff CPP (M-W-F)				
					Mel Torme Tu&Th Summer School M-W-F		*Johnny Dugan Show*				
	Cats Paw Rubber Quiz Kids (alt. wks.) (st. 9/14)						Participating Sponsors Matinee in New York L		*Horse Racing*		
ol's ne											
Dry Circus p.) 30)	*Lamp Unto My Feet*		*Zoo Parade* L				Lever Hwkns. Falls L				
							Gabby Hayes*				
op :30 un. -6) Sun.	*What in the World*		Derby Foods Sky King Thtr., F (alt. with) *Recital Hall* L				Mars, C-P-P Welch, Klog. Int. Shoe Bauer & Blk. Standard Brands L Howdy Ddy.				
											Co-op Rootie Kazootie L

Explanation: Programs in italics, sustaining; Time, EDT. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

CBS—1:30-2:30 p.m., General Electric, Stokley-Van Camp, Garry Moore Show.

**10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.

Gen. Mills sponsors The Bride & Groom MTuW at 11:15-30 a.m. and Fri. 11-11:30 a.m.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic, Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

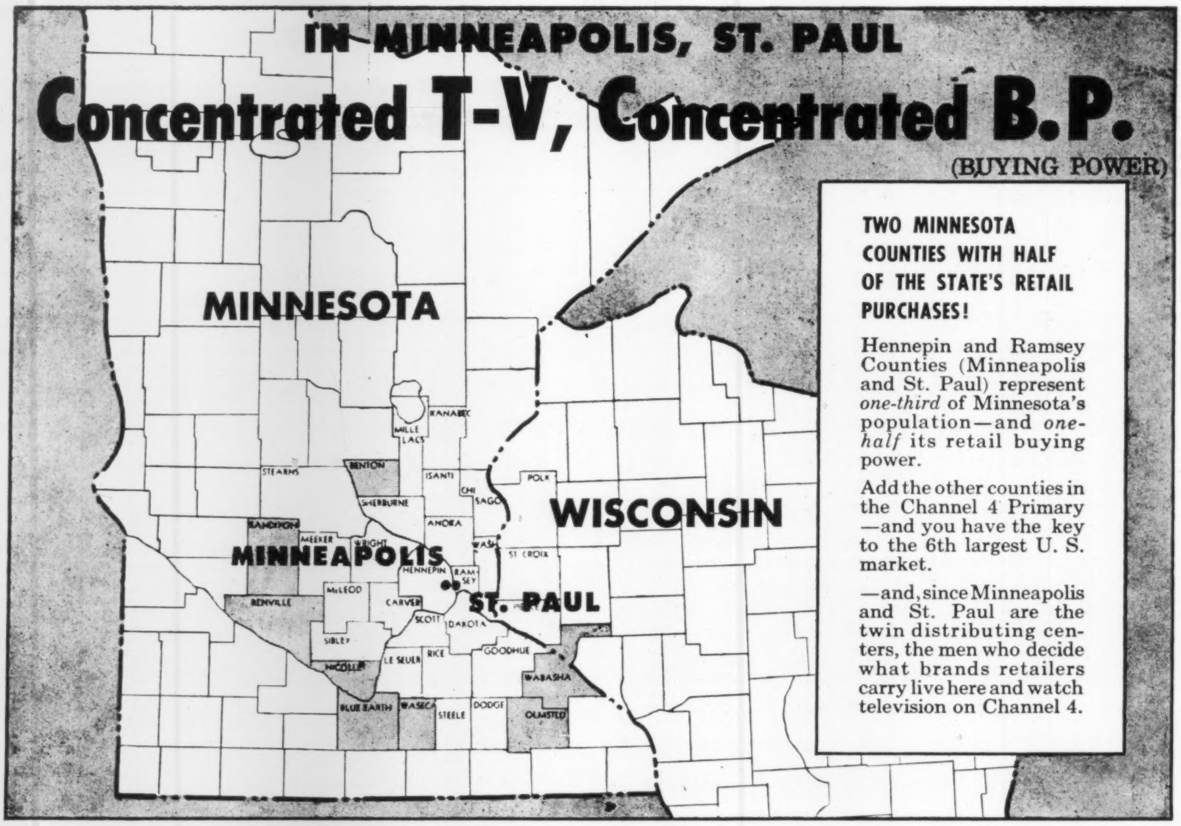
*Quaker Oats—Mon. & Fri.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

★Saturdays, 7:30-8 p.m., EDT, "Bob and Ray" sponsored by Miles Lab. alternate weeks. Sustaining other Saturdays.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

August 4, 1952


MINNESOTA
WISCONSIN
MINNEAPOLIS
ST. PAUL
KANABEC
MILLE LACS
BENTON
STEARNS
ISANTI
CHISAGO
POLK
SHERBURNE
ANOKA
KANDIYOHI
MEEKER
WRIGHT
WASH
ST CROIX
HENNEPIN
RAMSEY
RENVILLE
McLEOD
CARVER
SCOTT
DAKOTA
SIBLEY
GOODHUE
NICOLLET
LE SUEUR
RICE
WABASHA
BLUE EARTH
WASECA
STEELE
DODGE
OLMSTED

IN MINNEAPOLIS, ST. PAUL

Concentrated T-V, Concentrated B.P.

(BUYING POWER)

TWO MINNESOTA COUNTIES WITH HALF OF THE STATE'S RETAIL PURCHASES!

Hennepin and Ramsey Counties (Minneapolis and St. Paul) represent *one-third* of Minnesota's population—and *one-half* its retail buying power.

Add the other counties in the Channel 4 Primary—and you have the key to the 6th largest U. S. market.

—and, since Minneapolis and St. Paul are the twin distributing centers, the men who decide what brands retailers carry live here and watch television on Channel 4.

In Hennepin and Ramsey Counties—

49.7% of Minnesota's Retail Food Sales

Don't confuse market conditions in the Twin Cities with those in eastern and southern areas. If you don't sell in Minneapolis and St. Paul, you can't sell profitably in our other towns.

In Hennepin and Ramsey Counties—

54.3% of Minnesota's Retail Drug Sales

In the Channel 4 (WTCN) primary is where *your* cash crop is located. Drug stores in the 20 county primary do 61.4% of Minnesota's Drug business.

In Channel 4 Land—The Gray Area On The Map—

55.5% of All Retail Sales

Concentrated Buying Power around the Twin City Area! Concentrated T-V selling on WTCN-TV (Channel 4) And—as Minneapolis-St. Paul buys . . . so buys Minnesota! Let our representatives prove it!

The Men Who Buy What Minnesotans Try Can Be Reached On Channel 4

For example . . . T. G. Harrison, President of Winston and Newell Co., guides the policy and the buying. His firm sells over $60,000,000.00 in foods each year. Super Valu and U-Save Food Stores—606 top flite independent grocers—operate in Minnesota, North and South Dakota, Iowa, and Wisconsin.

Mr. Harrison lives in Minneapolis—and says "I consistently watch fights, news and many other excellent shows on Channel 4—WTCN-TV."

There's always more on Channel 4!

WTCN

TV CHANNEL 4

ST. PAUL

MINNEAPOLIS

CBS • ABC • DUMONT (Affiliate)

Nationally represented by FREE & PETERS

telestatus

Latest Rorabaugh Report Lists TV Advertisers

(Report 227)

LATEST quarterly Rorabaugh Report on Television Advertising was issued last week, covering the April, May and June time purchases of 7,380 advertisers on 107 stations in 64 markets.

Of the 7,380 advertisers, 5,813 were listed in the local-retail category, 1,384 for national-regional spots and 183 in the network class. A supplementary report was issued for the local-retail advertisers.

In the second quarter of 1951, there were a total of 5,160 advertisers. These were broken down into 3,397 local-retail advertisers, 1,064 in the national-regional spot category and 159 in the network division.

Figures also show an increase in advertising in the second quarter of 1952 over the preceding three months. In January, February and March of this year, there were 6,476 advertisers.

* * *

Advertest Finds Quiz Program Popular Type

SOME 91% of families watch "quiz" programs and 89% watch "panel-quiz" programs, according to a study released today (Monday) by Advertest Research.

The study, made as part of Advertest's series, "The Television Audience of Today," was conducted July 5-14. It is based on 752 personal interviews in the New York video area.

Average viewers per family for quiz programs was found to be 2.44 and for panel-quiz shows, 2.36. In both cases, women made up nearly half the viewers.

* * *

Schools Urged to Study TV News Training

BASIC TRAINING in television news should be seriously considered by schools of journalism with sound radio news departments; if they can find competent instructors, they can set up TV news training courses on small investment.

This is the import of a study conducted last spring by the Council on Radio-Television Journalism under direction of Prof. Mitchell V. Charnley of the U. of Minnesota School of Journalism.

TV is going to select its new workers only after careful screening, according to the council, which sees no immediate expansion of demand for TV-trained newsmen, but expects "eventual opportunities" to be "fairly heavy."

The council's 12 industry and teacher members sparked the study, aided by the counsel of TV newsmen Spencer Allen, WGN Chicago, who has conducted a TV news course at Northwestern U. several years, and James Bryon, WBAP Fort Worth, whose work last year won his station the top TV award of the National Assn. of Radio News Directors.

The report's conclusions:

(1) Journalism schools with good radio news departments ought to offer at least introductory work in TV news. Most schools need not teach studio camera operation, production direction and the like, but should teach fundamentals of TV news writing and editing, news film editing, use of the news camera and other such instruction.

(2) There is no adequate supply of well-trained teachers. The council's six-year-old internship plan is sound, but TV stations with good news operations are not numerous enough to give an internship program broad effectiveness.

(3) Extensive equipment is not

(Continued on page 68)

* * *

Weekly Television Summary—August 4, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	95,049
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	395,888
Binghamton	WNBF-TV	78,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	911,256
Buffalo	WBEN-TV	273,995
Charlotte	WBTV	233,760
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,157,337
Cincinnati	WCPO-TV, WKRC-TV, WLWT	357,000
Cleveland	WEWS, WNBK, WXEL	628,540
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	176,861
Davenport	WOC-TV	123,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	243,000
Denver	KFEL-TV	4,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	176,861
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	118,459
Houston	KPRC-TV	160,000
Huntington-Charleston	WSAZ-TV	95,637
Indianapolis	WFBM-TV	251,000
Jacksonville	WMBR-TV	60,000
Johnstown	WJAC-TV	159,000
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	213,560
Lancaster	WGAL-TV	154,733
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,297,808
Louisville	WAVE-TV, WHAS-TV	174,143
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	22,000
Memphis	WMCT	140,536
Miami	WTVJ	126,300
Milwaukee	WTMJ-TV	341,155
Minn.-St. Paul	KSTP-TV, WTCN-TV	324,200
Nashville	WSM-TV	73,758
New Haven	WNHC-TV	298,000
New Orleans	WDSU-TV	102,281
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	122,313
Oklahoma City	WKY-TV	134,676
Omaha	KMTV, WOW-TV	134,575
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,062,249
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	465,000
Providence	WJAR-TV	222,000
Richmond	WTVR	131,854
Rochester	WHAM-TV	151,000
Rock Island	WHBF-TV	123,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	80,206
San Antonio	KEYL, WOAI-TV	87,679
San Diego	KFMB-TV	142,250
San Francisco	KGO-TV, KPIX, KRON-TV	413,500
Schenectady-Albany-Troy	WRGB	215,600
Seattle	KING-TV	155,100
St. Louis	KSD-TV	406,500
Syracuse	WHEN, WSYR-TV	182,650
Toledo	WSPD-TV	191,000
Tulsa	KOTV	125,386
Utica-Rome	WKTV	73,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	376,871
Wilmington	WDEL-TV	110,153

Total Markets on Air 65*   Stations on Air 110*   Estimated Sets in Use: 18,063,150

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates, made for BROADCASTING • TELECASTING by stations in all areas, are based in most cases on sworn statements. Total for each market represents sets within television coverage area. Where coverage areas of more than one market overlap, totals in those markets may be partly duplicated. Such duplication is eliminated, however, in the total figure for the U. S., and hence total estimated sets in use are less than sum of individual market figures.

YESTERDAY and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

251,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

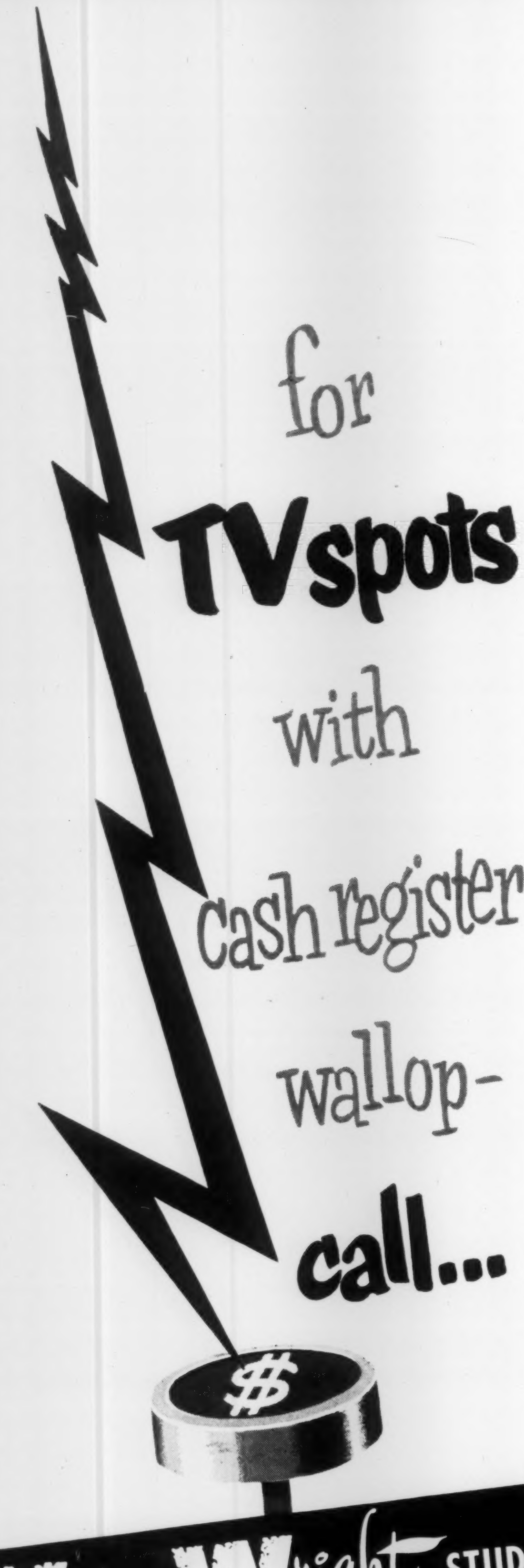
Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

WFBM-TV

"First in Indiana"



Vogue Wright STUDIOS
CHICAGO: 237 East Ontario Street
HOLLYWOOD: Sam Goldwyn Studios, 1041 N. Formosa Avenue
NEW YORK: 225 Fourth Avenue

FCC Grants Three More TV

(*Continued from page 55*)

dbk relationship used in the U. S., the agreement rounded out the equivalent power to 325 kw.

● Two major TV station sales—KOTV (TV) Tulsa and WTCN-TV Minneapolis—were approved by FCC (see story, page 30).

● WMCT (TV) Memphis and WGAL-TV Lancaster, Pa., were granted renewals of license subject to final determinations in proceedings to change their frequencies in conformity with the Sixth Report. Comrs. Jones and Hennock dissented.

● WLAN Lancaster petitioned the U. S. Court of Appeals for the District of Columbia to dismiss its appeal of the Commission's WGAL-TV case. WLAN indicated the move was premised on FCC's brief to the court a fortnight ago [B•T, July 28] in which the Commission stated Channel 8 has not been finally assigned to WGAL-TV (although a show cause order to change from Channel 4 was issued in conjunction with the Sixth Report) and WLAN has lost no right to compete for Channel 8 there. WLAN seeks comparative hearing with WGAL-TV's bid.

● WSTV Steubenville, Ohio, petitioned FCC to require Storer Broadcasting Co., already operator of four TV stations, to choose which of three pending TV applications it wishes to prosecute since total ownership limitation set by FCC is five. WSTV asked FCC to dismiss Storer's Wheeling-Steubenville and Minneapolis bids if no choice is made since these two applications were filed after Storer's bid for Miami where it operates WGBS [B•T, July 28].

Storer operates WJBK-TV Detroit, WSPD-TV Toledo and WAGA-TV Atlanta and has chief interest in KEYL (TV) San Antonio. Firm seeks Channel 10 at Miami, Channel 9 at Minneapolis and Channel 9 at Wheeling-Steubenville. WSTV seeks Channel 9 there also.

● Balaban & Katz, licensee of WBKB (TV) Chicago, and CBS, prospective purchaser of WBKB if and when the Commission approves merger of ABC and United Paramount Theatres (see story page 31), filed oppositions at FCC to Zenith Radio Corp.'s newest plea for comparative hearing with WBKB's request to change from Channel 2 to 4 [B•T, June 9].

● Troy Broadcasting Co., licensee of WTRY Troy and Channel 23 applicant there, petitioned FCC for modification of the temporary processing procedure to move Troy from priority Group B-2 to Group B-1, changing its Group B processing position from number 141 to 10. WTRY said its bid is unopposed and thus would be available for immediate grant, stating this would stimulate the sale of UHF sets and converters in that area and thus benefit all applicants.

● FCC Chairman Paul A. Walker took the stump again Tuesday for educational TV before the Education Committee of the Oklahoma State Legislative Council. He repeated his warning that educators must act now since their 242 reserved channels will be open to requests for changes to commercial use by next June 2.

● FCC announced a final order to grant 76-88 mc band (Channels 5 and 6) and 98-108 mc of FM band to common carrier inter-island telephone use in Hawaii on the basis of a need for such facilities and the lack of a showing that "there is any present or foreseeable demand for television service in the Territory of Hawaii which cannot be satisfied from the VHF and UHF channels already assigned."

● WSAZ-TV Huntington, W. Va., earlier granted change of frequency from Channel 5 to 3 and boost in ERP from 16.8 kw to 84 kw visual [B•T, July 21], was granted special temporary authority to commence commercial operation with its new facilities.

Following approval of Channel 4 to KROD El Paso, Val Lawrence,

Telestatus

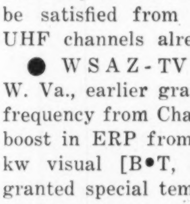
(*Continued from page 67*)

necessary for the kind of training most schools should offer.

(4) No immediate expansion of opportunity in TV news is anticipated, but the long-range project is for considerable development, both because of the expected increase of stations made possible by the new allocations and the extension of local TV news operation, similar to that undergone by radio news in the past 15 years. Women should be able to do film editing and other specialized types of TV work with special skill.

Because TV news work is expensive and expert, employers will use care in selecting workers, the report said.

The study indicated CBS-TV has set up minimum equipment requirements which approximate $100 to $200 for 16mm silent film courses and $400 to $625 for sound film.

TOP QUALITY MOTION PICTURES
Since 1932

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New York
studios of
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CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162

vice president and general manager of the station, told **BROADCASTING • TELECASTING** he hoped to get the new TV outlet on the air as rapidly as possible but no date has been set. Equipment was ordered from RCA in 1950 and early delivery is expected, he said. The CAA has approved the KROD-TV tower site and construction is to get under way at once, Mr. Lawrence said.

FCC passed over, without explanation, three other applications pending at El Paso. They are Franklin Broadcasting Co. for Channel 20, Tri-State Broadcasting Co. (KTSM) for Channel 9 and KEPO Inc. (KEPO) for Channel 13. No bids are pending for Channel 26 or reserved Channel 7, also allocated there.

At Fort Lauderdale, the two applications granted by the Commission were the only bids pending there. No other channels have been allocated in that city.

At Mobile, where Channels 5, 8, *42 (reserved) and 48 are allocated, FCC took no action on the pending applications of WKAB for Channel 48 or WALA for Channel 8. The WALA bid conflicts with the proposed channel changes (see below).

All the pending Evansville area applications were indicated for hearing in the Commission's action. Similarly, action was taken on all pending Chattanooga applications except that of Tom Potter for Channel 43.

In last week's actions, the Commission moved down its Group A-2 priority list to number 17 (Evansville) and down the Group B-1 list to number 20 (Fort Lauderdale). Both lists are being handled concurrently under the temporary processing procedure.

In its notices of proposed rule-making to add VHF channels at both Lafayette, La., and Temple, Tex., the Commission proposed to make the following channel switches:

City	Add Ch. No.	Delete Ch. No.
San Angelo, Tex.	3	6
Temple, Tex.	6	—
Baton Rouge, La.	2	10
New Orleans, La.	*8	*2
Mobile, Ala.	10	8
Lafayette, La.	10	—

To effect the changes, the Commission proposed the following changes to the table of assignments now contained in its rules, as set forth by the Sixth Report:

State and City	Channels
Texas	
Beaumont-Port Arthur	4—, 6—, 31+, *37
Corpus Christi	6+, 10—,*16+, 22
San Angelo	3—,8+,17+, *23—
Temple	6, 16, 22+
Alabama	
Mobile	5+, 10+, *42, 48+
Louisiana	
Baton Rouge	2, 28, *34, 40—
Lafayette	10, 38—, 67—
New Orleans	4+, 6+, *8, 20—, 26, 32+, 61

The Commission determined no applications would be processed, pending final determination of the proposals, for Channel 6 at San Angelo, Channel 10 at Baton Rouge, Channel 2 at New Orleans, Channel 8 at Mobile and Channel 5 at Alexandria.

September 5 was set as deadline for filing of comments on the proposals, with replies due 10 days thereafter.

Comr. Jones Dissents

Comr. Jones dissented from the proposed channel changes for the same reasons he protested the adoption of the Sixth Report—he questions the basic legality of a fixed allocation plan.

Comr. Hennock dissented in the actions because the channels to be added at Lafayette and Temple would be third channels there and she believes they should have been reserved for noncommercial, educational use.

In its notice respecting the proposal to add Channel 10 at Lafayette, the Commission took note of KVOL's petition for reconsideration of the Sixth Report and recited the allocation history of the case. KVOL asked FCC to remove Channel 5 from Alexandria and return it to Lafayette on grounds KVOL was not given fair notice of FCC's intention to re-

(Continued on page 70)

TV APPLICANT
SEEKING KEY MEN

Applicant in one of country's greatest metropolitan areas, planning million dollar-plus operation, now wishes to negotiate for key personnel. Although possible time of operation a year to 18 months distant, wish to plan for key personnel now. We are seeking:

ASSISTANT GENERAL MANAGER
SALES MANAGER
PROGRAM DIRECTOR
PRODUCTION MANAGER
PROMOTION MANAGER
FILM DIRECTOR
DIRECTOR OF PUBLIC SERVICE

If you are ready for advancement and executive level, and interested in long-range planning, write now, giving full background information.

All replies held in strictest confidence.

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The tube that puzzled the experts

Ever stop to figure how RCA puts this tube together? It's quite a trick. And it was also quite a trick to design an air-cooled triode that could take 1800 watts input—*in a glass envelope no bigger than a cookie jar.*

The RCA-833A and its predecessor, the 833, have served broadcasters faithfully for more than 14 years. Today the tube is used in practically every 1-kw AM transmitter in the country. And by the way, RCA-833A's now cost you less than 60% of what they did originally.

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RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

WISE BUYERS BUY...

KFMB
For
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Business

TV channel-8

San Diego's 1ST and Only TV Station
Blankets California's Third Market!

K
F
M
B
AM
550
K.C.

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The Commission, however, said, "We do not find it necessary" to rule on the legal argument involved—basis of KVOL's court appeal—"since on reconsideration of the matter we have determined that we were in error in contending in the Sixth Report that it was necessary to leave Lafayette without any VHF assignment in order to make one available to Alexandria."

Similarly, in the Temple case, based upon a petition for reconsideration of the Sixth Report filed by KTEM Temple, FCC said it was not necessary to rule on the legal issue of whether due notice was given respecting the change in minimum spacing requirements. The Commission admitted the Sixth Report was in error in denying Temple a VHF channel in favor of San Angelo since Channel 3 will work at San Angelo, permitting the use of Channel 6 at Temple.

Financial questions posed by the Commission concerning the applications of Chattanooga TV Inc. and WKST New Castle are in accord with the FCC's announcement a fortnight ago it would not relax or change "our established policies with respect to the financial showing required in connection with applications other than those for reserved noncommercial educational channels."

3-2 Approval Vote

The pronouncement came with the four educational grants approved by a 3-to-2 majority, over the dissents of Comrs. Rosel H. Hyde and Jones [B•T, July 28]. The grants went to Kansas State College at Manhattan, Kan., and to the New York State Board of Regents at Albany, Buffalo and Rochester.

The Commission majority, in a memorandum opinion and order, stated in the Kansas State grant:

> **. . . It appears . . . that the applicant is a land grant college controlled by the State Board of Regents; that the Board has authorized the filing of the application; but that funds for construction of the station will require legislative action. In granting this application, the Commission has taken cognizance of the fact that state educational institutions and governing bodies in many instances are required to obtain legislative appropriations in order to carry out their educational television programs.**
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> **In view of the considerations set out in our Sixth Report and Order (FCC 52-294) which led to a reservation of certain assignments for noncommercial educational stations, including that just outlined above, we have made a grant in this case despite the fact that additional legislative action appears to be required in order for the applicant to secure the necessary funds. This action in no way affects or changes our established policies with respect to the financial showing required in connection with applications other than those for reserved noncommercial educational channels.**

Comr. Jones said, respecting the Kansas State authorization, that the financial qualifications of the applicant to build and operate the station should be shown before a grant is issued.

In his dissent, Comr. Hyde said:

> **In my opinion, applicants for permits to establish non-commercial educational stations should be given every reasonable consideration possible looking toward constructive action. However, rather than granting the application of Kansas State College of Agriculture and Applied Science, Manhattan, Kan., for a non-commercial educational TV station on the basis of the present showing, the Commission should notify the applicant of certain basic defects and give opportunity for reply as contemplated by Section 309 (b) of the Act as recently amended.**
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> **Section 1.382 of Commission Regulations requires a showing that an applicant is legally, technically, and financially qualified as a condition precedent to a grant without hearing.**
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Balaban & Katz contended in its petition that Zenith is not entitled to comparative hearing with WBKB's application to change from Channel 4 to Channel 2 since the WBKB bid is responsive to a show cause proceeding of the final allocation set forth in the Sixth Report.

"There is no requirement for comparative hearings between applicants and existing stations affected by show cause proceedings instituted by the Commission as a part of this allocation proceeding," WBKB stated. "Neither Sec. 309(a) of the Communications Act nor the *Ashbacker* case requires such a procedure."

"Nor is there any merit to Zenith's argument that the *status quo* should be maintained because of the pending applications relating to the renewal of WBKB's license and the assignment of that license" to CBS, WBKB contended, pointing out that Zenith has no application pending "which is competing with WBKB's renewal" and does not "have any rights with respect to the WBKB assignment of license application."

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LEE SCHOOLER
GOV. GORDON BROWNING

CHICAGO Motor Club sponsored a nightly *Press Conference* over W[illegible] TV Chicago, with newsmen i[illegible] viewing convention personalities. [illegible] Faraghan, standing, program di[illegible] tor, briefs guests Lee Schooler (l), moderator, and Gov. Gordon Browning on program procedure.

AMERICAN AIRLINES has made unused footage from its entire library of travelogs available to all television film producers, through motion picture set-up headed by Tom Hughes.

PAY-AS-YOU-SEE TV

New 'Previewer' Acclaimed

A HALF-MILLION DOLLAR research program to gauge the market value of coin-operated television has elicited "overwhelming public response," it was announced last Wednesday by American Institute of Television Mfrs., sponsor of the program.

AITM is installing in motel rooms throughout the country some 10,000 TV sets equipped with its new invention, the Electronic Previewer. The device, according to the institute, will revolutionize the coin-operated TV industry. AITM predicted that at least 90% of the nation's motel rooms will be so equipped by the end of 1953.

Initial results of placements in over 150 motels thus far indicate that TV sets are a great attraction wherever installed, motel occupancy has jumped 200% and the sets pay for themselves in one-eighth the time normally required, it was claimed.

The Previewer can be attached to any standard TV receiver and, when activated by a centrally-located control station, automatically turns on all sets for a four-minute "free" preview of programs.

Eyes on Texas

AN ALLENTOWN, Pa., man who picked up WBAP-TV Fort Worth's program, *Let's Go Shopping*, sponsored by Leonard Bros. department store, on his TV set and who expressed via letter his interest in a $1 pair of shears being advertised on the show, received the shears free and the Fort Worth station received more than that in publicity, according to WBAP.

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....More Doctors Watch ALEXANDER FILM *Commercials* Than Any Other Brand!

*Frankly, we didn't survey a single surgeon! . . . It's just common sense: More people of every size, shape and description watch film commercials by Alexander . . . the world's largest producer of advertising films. And it's just common sense to rely on Alexander for the finest in television film commercials. . . . With 17½ acres of modern film production facilities, Alexander Film Co. offers the advertiser and agency the world's most complete film commercial service. From scenario preparation through film production, processing and distribution, Alexander is geared to serve . . . a single source for every film commercial need!

● *FREE BOOKLET ON SCENARIO WRITING: Write on company letterhead for complimentary copy of "SCENARIOS," a helpful guide for writing film commercials.*

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For More Business

TV channel-8

San Diego's 1ST and Only TV Station Blankets California's Third Market!

KFMB AM 550 K.C.

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LEE SCHOOLER
GOV GORDON

CHICAGO Motor Club sponsored a nightly *Press Conference* over WGN-TV Chicago, with newsmen interviewing convention personalities. Jay Faraghan, standing, program director, briefs guests Lee Schooler (l), moderator, and Gov. Gordon Browning on program procedure.

AMERICAN AIRLINES has made unused footage from its entire library of travelogs available to all television film producers, through motion picture set-up headed by Tom Hughes.

PAY-AS-YOU-SEE TV

New 'Previewer' Acclaimed

A HALF-MILLION DOLLAR research program to gauge the market value of coin-operated television has elicited "overwhelming public response," it was announced last Wednesday by American Institute of Television Mfrs., sponsor of the program.

AITM is installing in motel rooms throughout the country some 10,000 TV sets equipped with its new invention, the Electronic Previewer. The device, according to the institute, will revolutionize the coin-operated TV industry. AITM predicted that at least 90% of the nation's motel rooms will be so equipped by the end of 1953.

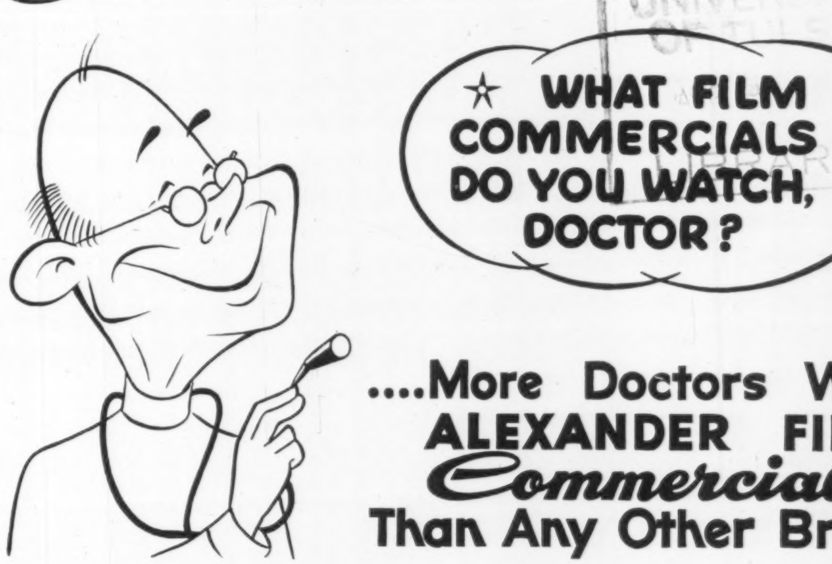
Initial results of placements in over 150 motels thus far indicate that TV sets are a great attraction wherever installed, motel occupancy has jumped 200% and the sets pay for themselves in one-eighth the time normally required, it was claimed.

The Previewer can be attached to any standard TV receiver and, when activated by a centrally-located control station, automatically turns on all sets for a four-minute "free" preview of programs.

Eyes on Texas

AN ALLENTOWN, Pa., man who picked up WBAP-TV Fort Worth's program, *Let's Go Shopping*, sponsored by Leonard Bros. department store, on his TV set and who expressed via letter his interest in a $1 pair of shears being advertised on the show, received the shears free and the Fort Worth station received more than that in publicity, according to WBAP.

UNIVERSITY OF TULSA LIBRARY


★ WHAT FILM COMMERCIALS DO YOU WATCH, DOCTOR?

....More Doctors Watch ALEXANDER FILM *Commercials* Than Any Other Brand!

*Frankly, we didn't survey a single surgeon! . . . It's just common sense: More people of every size, shape and description watch film commercials by Alexander . . . the world's largest producer of advertising films. And it's just common sense to rely on Alexander for the finest in television film commercials. . . . With 17½ acres of modern film production facilities, Alexander Film Co. offers the advertiser and agency the world's most complete film commercial service. From scenario preparation through film production, processing and distribution, Alexander is geared to serve . . . a single source for every film commercial need!

● *FREE BOOKLET ON SCENARIO WRITING: Write on company letterhead for complimentary copy of "SCENARIOS," a helpful guide for writing film commercials.*

ALEXANDER FILM Co.

COLORADO SPRINGS

New York • Dallas • Hollywood • Detroit • San Francisco • Chicago

film report

Sales . . .

Paramount Television Productions has announced the sale of Bob Clampett's *Time for Beany to* WJBK-TV Detroit and WEWS (TV) Cleveland, bringing up to 11 the number of stations using the puppet adventure program. At WJBK-TV it is presented on a participating basis and at WEWS (TV) it is sponsored by the Amster Beverage Co.

* * *

Five Star Productions, Hollywood, has signed a 52-week contract to produce all the combination live action and animated TV film commercials for **Ralston Purina Co.**, St. Louis (cereals), for showing on ABC-TV *Space Patrol*. Each half-hour program, on alternate week basis, will include one 30-second and two 90-second commercials, starting Sept. 6. Agency is **Gardner Adv. Co.**, St. Louis.

* * *

Negotiations have been concluded between **Bing Crosby Enterprises**, Culver City, and **Radio Audizioni Italia**, the non-commercial Italian TV network, for the telecasting of 13 half-hour films in *Royal Playhouse* TV series. Films will be shown in Milan and Terrino, starting in January.

* * *

Production . . .

Abner J. Greshler, NBC-TV program consultant and motion picture producer, plans a series of 39 half-hour TV films titled *Peck's Bad Boy* based on the book of the same name by **George W. Peck.** Shooting is scheduled to start at the end of September by **Abner J. Greshler Productions Inc.**, Beverly Hills. **Jimmy Boyd**, 12-year-old Columbia Records artist, will portray the title role. **William Demarest** will play the part of the father. **Hal Walker**, director of Paramount Pictures' "Road to Bali," will direct from scripts by **Ed Helwick**, radio writer.

* * *

Larry Cotton Presentations, Hollywood, is preparing quarter-hour TV live or film package for fall distribution. Starring **Elroy Hirsch**, Los Angeles Rams end, *What Would You Do* is a sports program built around a telephone quiz.

Film People . . .

Edward Arnold, film actor and star of ABC radio *Mr. President*, has been signed by **Screen Gems Inc.**, Hollywood, for leading role in "Jr.," first half-hour film in NB TV *Ford Theatre* series. **Jua Bricken** starts production Aug The script was written by **Cy Hume.**

* * *

Mary McCall, president of Screen Writers Guild, was signed by **Screen Gems Inc.**, Hollywood, to adapt "Life, Liberty and Orin Dooley," by **William Fuller**, for inclusion in NBC-TV *Ford Theatre*, half-hour TV film series.

* * *

Barney Gerard, producer with Monogram Pictures, Hollywood, is developing a half-hour TV series, *The Beloved Judge*. Pending conclusion of negotiations with a TV film firm, he will produce series which concerns a benign man and the decisions he must make.

* * *

William Kozlenko, executive story head of **National Repertory Theatre Inc.**, Hollywood, has resigned to devote time to his new book, *World Theatre of Short Plays*.

* * *

Karl Freund, cameraman on CBS-TV *I Love Lucy* and *Our Miss Brooks*, has been made a member of the National Academy of Sciences after his development of special photographic and lighting system used on the two film series.

* * *

Jerry Wald, producer of new RKO feature film, "The Lusty Men," is preparing a television film trailer made up of rodeo action and scenes.

* * *

Herman Webber, vice president of **Television Varieties Inc.**, Hollywood, is abroad to supervise the shooting of background footage to be converted to TV film programs around first of the year. Library, consisting of acts, circuses and locale shots, is being built up to accommodate proposed series of 52 TV films.

* * *

Stuart Reynolds, head of **Reynolds Productions**, Beverly Hills, will speak to the Society of Motion Picture Comptrollers on "Three Formulas for TV Sales," Aug. 13.

* * *

F. H. Fodor, executive in charge of production for **Filmcraft Productions**, Hollywood, will be a principal speaker at 72nd semi-annual convention of Society of Motion Picture and Television Engineers, to be held in Washington, Oct. 6-10.

* * *

Henry A. Lube, owner of Cuamhtoc Studios, Mexico City, in Hollywood for conferences with TV producers.

* * *

vrence, co-writer with on *The Unexpected*, film **Ziv TV Programs Inc.**, and NBC radio *The Railroad Hour*, is touring South America for TV story material. Mr. Lee, meanwhile, is at the U. of Alberta, Canada, as guest lecturer on radio writing.

* * *

Les Hafner and **Stanley Halperin**, executive producer and director of sales, respectively, for **Hafner-Halperin Inc.**, Culver City, in New York to screen pilot film in *Kerry Drake*, half-hour TV series, for ad agency executives.

Bernard Girard, producer-writer-director for **Bing Crosby Enterprises**, Culver City, father of a boy, Peter, born July 11.

* * *

Random Shots . . .

William F. Broidy Productions Inc., Hollywood, currently producing *The Phantom Pirate*, half-hour TV film series in color starring **Robert Stack**, has selected Portuguese Bend, a Pacific Coast bay, for location headquarters. The firm has purchased an ocean barge, *The Brodco*, to serve as a floating studio. It will be rented to other companies when not in use on the series. Facilities under the barge top, 79 x 43 feet, consist of prop, maintenance and carpentry departments, four cabins and a galley.

* * *

With the signing of a 12-year lease on and options to purchase the Filmarte Theatre, Hollywood, **Filmcraft Productions** begins its expansion of TV film production. The stage will be rebuilt into a 55 x 68 foot platform. A grid, designed by **F. H. Fodor**, firm's executive in charge of production, will

(Continued on page 81)

TV FILM ORDER

ATS Unit Prepares Standard Form

STANDARD form that can be used by advertising agencies in ordering filmed commercials for TV use and by film producers in bidding for the orders has been prepared by a special TV film committee of American Television Society.

It has been published by ATS together with the committee's findings and recommendations. Copies of the 16-page report have been sent to members of the American Assn. of Advertising Agencies, to the ATS membership and to the film companies who provided pertinent data to the committee.

Project stemmed from an ATS meeting on filmed commercials held late in 1950. It was apparent then that the failure of agency buyers and film producers to reach an understanding was responsible for many of the troubles then experienced in getting filmed commercials for telecasting. A committee was named to investigate the problem. After many interviews with both buyers and sellers of filmed commercials, an exhaustive questionnaire was sent to 237 agencies and 160 film producers, more than a third of the recipients giving detailed answers to the multi-paged forms.

Gene Reichert, manager of radio and TV for G. M. Basford Co., was chairman of the ATS committee. Other members were: Thomas J. Dunford, executive vice president, Depicto Films; John Freeze, chief of radio-TV commercial production, Young & Rubicam; G. David Gudebrod, manager of film production for N. W. Ayer & Son; Leslie Rousch, president, Leslie Rousch Productions, and C. E. Hooper, president, C. E. Hooper Inc., which helped write the questionnaire and tabulate responses.

Basically, the committee found that the chief causes of trouble were a lack of understanding of each other's problems by both buyers and sellers of filmed commercials; insufficient time allowed for both bidding and production of these films, and insufficient exchange of information.

The committee recommends that "agencies and producers can improve their operations by hiring the best-experienced specialists they can get, and by giving these people constant opportunity to broaden their knowledge."

Second recommendation is that from three days to a week be allowed for bidding and that "agency personnel and producer representatives should become sufficiently familiar with film production to know how much time is actually required for specific jobs." Producers should be warned to be realistic and not to promise delivery dates they are not certain can be met, it was asserted.

To insure an adequate exchange of information, the ATS committee prepared a standard form covering not only such basic data as client, product, number of films, length, number of prints, live photography, animation, date quotation wanted and date finished film required, price and terms of payment, but also a list of some 30 items to be checked as to whether each is to be supplied by the agency or the producer. These items include: Script, story board, set design, props, cast selection, costumes, narrator, name talent, music, music fees, art and insurance.

RANGERTONE
BEST FOR TV FILMS
USED BY
CALVIN COMPANY
1105 Truman Road
Kansas City, Missouri
SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

FOOD PROMOTION

DuMont, SFMA Team Up

DuMONT Television Network and the New York State Food Merchants' Assn. plan to jointly promote sale of food products advertised over WABD (TV) New York, DuMont outlet.

Edward Kletter, DuMont merchandising director, and A. F. Guckenberger, executive secretary of the association, said DuMont's daily disc program, *Take the Break*, will be supported by point-of-sale merchandising activities in some 3,500 association stores in the area.

Stores will contribute feature displays, point-of-sales promotion, newspaper ad tie-ins and special promotions. *Take the Break* (Mon.-Fri., 12:30-1 p.m., EDT) stars Don Russell and will feature a studio audience musical contest. Warren Raymond, association director of public relations, will handle merchandising and sales promotion.

Filmcraft Theft

TV FILMS, known as house prints and valued at $4,800, were stolen from Filmcraft Productions, Hollywood, July 28. F. H. Fodor, executive in charge of production, discovered and reported the theft which included pilot films in NBC-TV *You Bet Your Life*, *Two for the Money* and *Out of the Red* series.

SIGNING joint plan by WABD (TV), New York DuMont outlet, and State Food Merchants' Assn., to promote products advertised on WABD's *Take the Break*, are (l to r), standing, Don Russell, show's star, and Morris Sharfstein, SFMA president. Standing, Edward Kletter, DuMont merchandising director; Richard Jones, general manager of DuMont owned and operated stations, ← and A. F. Guckenberger, SFMA executive secretary.

DuMont Grants License

GRANTING of an exclusive license to the Canadian Aviation Electronics Ltd., Montreal, for manufacture of DuMont television receivers in Canada was announced last Wednesday by Ernest A. Marx, vice president of DuMont Television & Electronics Ltd., newly-formed Canadian subsidiary of Allen B. DuMont Labs. [B•T, July 28].

UTP Football Film

UNITED TELEVISION programs, Chicago, has acquired *Collegiate Football Highlights of 1952*, a 13-week, half-hour film series produced by Sports Video Productions, Chicago. Starting date is in the week of Sept. 28.

NBC-TV's *I've Got News for You*, new studio audience participation quiz program, features questions based on major newspaper wire stories.

SNADER SUIT

Settlement Likelihood Seen

ALTHOUGH suit was filed July 28 in Los Angeles Superior Court for removal of President Louis D. Snader and his two daughters from the board of directors of Snader Telescriptions Corp., the long standing differences between the firm's six directors may be settled without court action.

With negotiations for settlement between the two groups this past week reported as "progressing satisfactorily" the complaining faction consisting of Samuel Markovitch, Alexander and Henry Bisno are said to have decided against pressing their suit at this time. Mr. Snader was not served with papers.

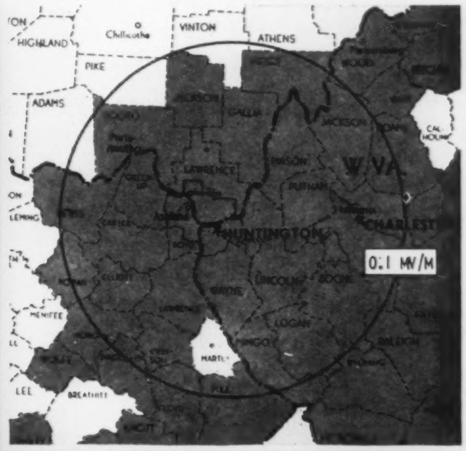
The suit asks the court to appoint a provisional director to break any existing deadlock.

Claim is made that Mr. Snader's daughters—Mrs. Suzanne Reinicke and Mrs. Jayne Corallo—are under their father's domination to the point where they do no independent thinking. Consistent alignment of three against three has stymied the corporation's business, it is charged. The complaint states that at the last board meeting no resolutions were passed because the vote stood three-to-three.

Besides Mr. Snader and daughters, named as defendants are his son-in-law Jesse Corallo and a nephew Robert M. Snader.

WSAZ-TV

HOME TOWN TV STATION



HUNTINGTON & CHARLESTON

and **2,000,000** people

in **67** counties.

FOR COUNTY BREAKDOWN OF TV SETS IN THIS AREA CONSULT

OR **THE KATZ AGENCY, INC.**

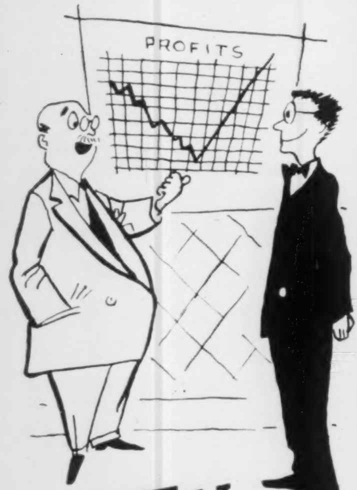
WSAZ-TV

HUNTINGTON, WEST VIRGINIA

Here's Where We Started Using

WHEN

TELEVISION



WHEN WILL SELL FOR YOU, TOO!

Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and *buy*, when you Sell via WHEN.

CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

IATSE BOYCOTT

Sought at Convention

DELEGATES to the five-day IATSE international convention starting in Minneapolis today (Monday) will be asked to pass two major resolutions aimed at closing theatre and TV screens to films made abroad.

Motion Picture Studio Photographers Local 659, through Herbert Aller, business manager and chairman of that group's Hollywood convention delegates, will ask the convention to (1) authorize international president Richard F. Walsh to order projectionists throughout the country, whether in theatres or TV, not to run any film minus the IATSE label and (2) to work for a national boycott on products of sponsors who utilize TV films made outside the United States under non-union conditions.

Seeking intra-union harmony, Local 659 will also propose a resolution which would eliminate jurisdictional requirements of the various locals in the production of TV film. This would enable Hollywood camera and sound crews to work in the jurisdiction of the New York and other locals and vice versa.

COPYRIGHT SUIT

$100,000 Damages Asked

CHARGING copyright infringement, Merit Productions, Hollywood, has filed a $100,000 damage suit in U. S. District Court at Los Angeles against NBC-TV and Neptune Productions, co-partnered by Robert Montgomery and John E. Gibbs. S. C. Johnson & Son and American Tobacco Co. also are listed as defendants.

Claiming all film rights as well as first run refusal rights to any live performances of Somerset Maugham's play "Sheppey", Merit Productions' complaint filed in late July, charges that a recent live TV version on NBC-TV *Robert Montgomery Presents* was kinescoped and distributed to stations without permission. Johnson's Wax and Lucky Strike cigarettes alternately sponsor the program, now on a summer hiatus. Mr. Maugham is listed as an involuntary co-plaintiff inasmuch as the play is copyrighted in his name and he is living outside the court's jurisdiction.

'OMNIBUS' POSTS

Go to Thorndike, Jensen

JOSEPH J. THORNDIKE Jr., former managing editor, and Oliver Jensen, a former senior editor of *Life* magazine, have been appointed editorial executives of the forthcoming television series, *Omnibus*, Robert Saudek, director of the Ford Foundation's TV-Radio Workshop, announced last week.

They will supervise the planning and editorial content of picture-essay features which will appear in *Omnibus* starting Nov. 9 on CBS-TV, 4:30-6 p.m. [B • T, July 7].

TELECASTER-EDUCATOR COOPERATION

KLZ and U. of Denver Exemplify Teamwork

Typical workshop scene shows (l to r) Messrs. Jordan, Roper and Terry and Mann Reed, a radio student, scanning monitors.

* * *

ANOTHER example of how broadcasters can work hand-in-hand with educators for their mutual benefit, comes from KLZ Denver.

The station is cooperating with the U. of Denver's radio department in presenting a "full-fledged television workshop," which already tried its wings for the first time. The plan had undergone initial experimentation last spring.

Workshop resembles a fully equipped TV studio. KLZ has loaned some $50,000 worth of equipment to the university. Station is an applicant for a TV license in Denver. Program is supervised by a university instructor and by KLZ engineers. Students will use the equipment to produce experimental shows for closed circuit study.

Hugh Terry, vice president and general manager of KLZ, commented that the station was getting a double-barreled value in that the engineers will obtain valuable experience, and "we expect [they] will be our key TV personnel eventually," and that the workshop will provide training for persons who can be expected to move into TV production at Denver.

The summer workshop was scheduled six hours a day during July. In last spring's experimentation, faculty members worked on adapting TV to special fields of interest, emphasizing the use of the medium for maximum educational benefits.

Under direct charge of Noel Jordan, former NBC-TV New York specialist, and now head of TV instruction at the university, the workshop has concentrated on drama, interpretative news shows, weather shows, panel discussions and how-to-do-it features.

Training films and actual TV show films are shown to germinate ideas among the students who in turn tackle projects of their own. Lectures and demonstrations are given by Mr. Jordan and the station staff. Students assist in production, even helping out the engineers.

KLZ personnel assisting include Clayton Brace, television research director; Harvey Wehrman, chief engineer and engineers Al Raper and Gil Mueller.

HAVANA OUTLET

Sought By Cadena Azul

BEN MARDEN, New York showman who moved to Havana three months ago when he acquired the 11-station Cuban radio network, Cadena Azul, is planning to apply for a TV license in Havana, Mr. Marden reported from Havana. Studios of CMCY Havana, key station of the network, are already being remodeled to accommodate visual programs, he said.

Owner of New York's Playhouse Theatre, Mr. Marden said he has put the network into the black in the last 90 days by effecting economies in the network's operations and by programming improvements which have attracted new advertisers. Luis Ortega, Cuban journalist, has been engaged as head of the network's news department; amateur and audience participation programs have been introduced and the network has also begun sportscasts in the American manner.

Tailor-Made TV FILM SPOTS
Animation and Live Action

- 8 Seconds
- 20 Seconds
- One Minute

Telescriptions
VICTOR BLDG. - STerling 4650
WASHINGTON 1, D. C.

UHF SETS

Ready Shipments Seen

DEALERS will begin to receive UHF receiver deliveries as soon as UHF stations begin operations, according to a spot check of leading manufacturers made last week by BROADCASTING • TELECASTING at the 51st annual convention of the National Assn. of Music Merchants in New York.

Representatives of the receiver manufacturers believe that no serious shortages will develop to hinder production of UHF sets. Most agreed that a certain amount of caution has been adopted by manufacturers because they cannot estimate accurately the extent of the UHF market.

Cost Would Be Small

Talks with spokesmen for leading manufacturers revealed that they have approached the problem of converting VHF receivers to UHF by different methods but all believed the cost to the consumer would be "small."

For instance, RCA Victor has a line of three UHF "selectors." One can pick up a single UHF station, the second, three stations and the third, all 70 UHF channels.

Magnavox, on the other hand, will offer a single UHF "tuner" that can reach all UHF channels. A spokesman at the firm's booth said that present plans call for the "tuner" to be built into the set at the factory.

Westinghouse is offering a plug-in attachment that can bring in two UHF channels at the present time but a spokesman said that provision has been made for an adapter for additional channels.

General Electric is making available two types of "translators"—one that can add three channels to the VHF transmitter and a second designed to receive all UHF channels.

Other companies, such as Philco, CBS-Columbia and DuMont, have already disclosed UHF plans [B•T, July 21].

Some 250 exhibitors maintained booths at the convention displaying television and radio sets, wire and tape recorders, musical instruments and records.

Sounds Warning

A warning was sounded to television manufacturers on Monday by Ray S. Erlandsen, NAMM president and head of the San Antonio, Tex., Music Co. He asserted that music dealers might drop television receivers as stock items if their profit margins were not increased.

Mr. Erlandsen claimed that music retailers "get about 80 percent less on television sales than normal margins in the music industry."

Three merchandising moves to help retailers sell television receivers on a profitable basis were announced by Stromberg-Carlson at a distributor meeting in New York last week.

C. J. Hunt, general manager of the Radio- Television Div., said the new merchandising approach included the featuring of only one line throughout the entire year to protect dealers against obsolescence; the inclusion of only eight models in the line; and the lengthening of dealer discounts "by as much as 5% over what is now considered a 'standard discount' in the television industry."

'FLYING SAUCERS'

WTVN Reports Coverage

WTVN (TV) Columbus made what is probably the first live telecast of what may well have been "flying saucers," the station reported last week.

When the glowing objects appeared above the Ohio city July 23, the Air Force sent jets aloft in an unsuccessful attempt to intercept them. Ohio State U. trained its observatory telescopes on the bright discs.

WTVN interrupted its convention coverage for five minutes to make a pickup with telephoto lenses.

Thousands of persons saw the bright objects spin across their TV screens, station reported. Trails of the pursuing jets also were clearly visible through the WTVN cameras. Dave Nichols, WTVN news director, gave a running eyewitness account of the objects while the cameras tracked them.

KLYSTRON TUBE

Announced by GE

AVAILABILITY of a 15 kw Klystron tube for UHF television transmitters was announced July 30 by General Electric Tube Dept., Schenectady. E. F. Peterson, manager of marketing for the department, said it is the most powerful amplifying tube yet developed for UHF telecasting.

The tube in operation at the GE Syracuse plant provides sync output of 12 kw operating at 750 mc. The new Klystron does not require insulating material in the intense RF fields where it would become a limiting factor in high power operation, Mr. Peterson said.

Line Measurement

TECHNIQUE for measuring attenuation of balanced, unshielded transmission lines used in TV-FM receivers and other applications has been reported by the National Bureau of Standards. Advantages of the new method are that it requires easily available laboratory equipment and is simple and rapid in procedure. Developed by R. C. Powell of NBS, the method entails use of a grid-dip meter and microammeter capable of obtaining results reproducible to better than 10%. When used to measure attenuation of the transmission line, it is not necessary to match the line to a measuring or monitoring circuit because it is terminated in short circuits.

RTMA-IRE MEET

Color TV to Highlight

DEVELOPMENTS on color TV receivers will highlight the RTMA-IRE 1952 Radio Fall Meeting Oct. 20-22 at the Hotel Syracuse, Syracuse, N. Y., RTMA announced last week.

Receiver development symposium morning of Oct. 21, under the chairmanship of David B. Smith, Philco vice president, will hear papers by B. D. Loughlin and C. J. Hirsch, Hazeltine; Bernard S. Parmet, Motorola; William E. Good, GE; D. H. Pritchard and R. N. Rhodes, RCA, and Solomon J. Klapman, Admiral.

Principles of color TV will be discussed in an afternoon session, under the direction of E. W. Engstrom, vice president in charge of the RCA Labs. Div. Among those scheduled to deliver papers are F. J. Bingley, Philco; Donald C. Livingston, Sylvania, and Kenneth E. Farr, Westinghouse.

At both sessions, the basic approach will be the work of the National Television System Committee. The day's program was arranged by the IRE Professional Group on Broadcast and Television Receivers.

Three-day meeting opens with a session on UHF and electron tube quality control and closes with an electronic devices and a general television session. The television meeting will be led by A. V. Loughren, Hazeltine.

PICTURE TUBES

RTMA Reports Decrease

DECREASE in the number of TV picture tubes sold by tube manufacturers during the first half of this year from the number sold during the same period in 1951 was reported by RTMA last week.

For the first six months of this year, 2,393,980 TV picture tubes were sold, of which 1,845,309 went to TV set manufacturers. This compares with 2,888,295, of which 2,552,757 went to manufacturers, for the same months of 1951.

June picture tube sales totaled 376,943, valued at $8,029,864.84. Of this, 285,975, valued at $5,871,483, went to set makers.

A dip in the sale of receiving tubes for the first half of 1952 was also reported. First half of 1952, 160,183,526 were sold. Same period in 1951, 215,902,325 were sold.

In June, 24,365,462 receiving tubes, valued at $18,279,016, were sold. This was more than the 23,636,484, valued at $17,037,274, sold in May, but below the 27,667,099 sold in June 1951.

Of June's receiving tube sales, 21,572,686 went into radio and TV sets. Of the 24 million plus June sales, 15,770,335 were sold for use in new sets, 5,187,557 as replacements, 930,001 for export and 2,477,569 to government agencies.

The new Gray Telop II

Your Super TV Time Salesman!

The versatile, new Gray Telop II is one of the best time salesmen your station can have! With the Telop II you can make TV commercials exciting and interesting, even for retail sponsors. You give them the professional studio effects of superimposition, lap dissolve, fade-outs—and at a big saving of cost, time and trouble. Gray Telop II handles slides, photographs, art work or cards . . . takes up little space . . . is easy to move around . . . needs only one operator. Write for Circular RD-8.

GRAY RESEARCH and Development Co., Inc., 598 Hilliard St., Manchester, Conn.

PRESIDENT

Div. of The Gray Manufacturing Co.—Originators of the Gray Telephone Pay Station and the Gray Audograph

GE Sales, Profit

SALES of General Electric Co. for the first half of 1952 were only 1% off the record level set during the first six months of 1951, GE President Ralph J. Cordiner has announced. Records showed $1,171,202,000 for January-July this year compared to $1,184,735,000 in 1951. Sales for the second quarter this year were up, however, over the figure for the first quarter. Mr. Cordiner also announced a six-month net profit of $57,119,000, or 4.9 cents on each dollar —$1.98 per share of common stock issued. Net profit fell off 10% from $70,326,000 for the first half of 1951. Dividend of 75 cents a share of common stock was paid July 25, making a total of $1.50 per share for the first six months.

Stromberg Income

STROMBERG-CARLSON CO. last week reported a gross income for the first six months of 1952 of $19,861,125 as against $14,959,710 for the same period last year. In an interim report mailed to stockholders by President R. C. Tait, net earnings were listed at $580,342, or $1.56 per share, on common stock as compared with $169,444, or 31 cents per share, during the first six months of 1951.

NET PROFIT of $2,047,000, was reported by Raytheon Mfg. Co., Waltham, Mass., for fiscal year ending May 31. Sales totaled $111 million.

THE VOICE OF
Southwestern
AMERICA
sells half a million
people in 27 counties

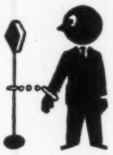
HAS GREATER COVERAGE
than any other El Paso
radio station
REGARDLESS OF POWER

KROD, CBS Radio's Voice of the Southwest, covers the vast 27 County El Paso market area, where more than a half-million people spend over FIVE HUNDRED MILLION DOLLARS on RETAIL SALES. No matter what you're selling in this area, you can sell it more successfully and economically over . . .

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS

RODERICK BROADCASTING Corp.
Represented Nationally by
The O. L. TAYLOR Company

allied arts



DAVID J. HOPKINS, president, Emerson West Coast Corp. appointed sales and advertising manager, Emerson Radio & Phonograph Corp., N. Y.

J. P. RYAN, credit manager, Albany branch, Crosley Distributing Corp., subsidiary of Avco Mfg. Corp., named operations manager.

R. G. SCOTT named sales engineering manager, cathode-ray tube div., Allen B. DuMont Labs., Clifton, N. J. **EDWIN B. HINCK**, manager of company's electronics parts sales, named replacement sales manager.

BILL GORMAN, account executive, KHJ-TV Hollywood, to Market TV Assn., that city (radio-TV producers-packagers), as partner. **PAUL KNIGHT**, KHJ-TV director, to firm as director of radio-TV operations.

GENE GOLD, sales promotion manager, Crosley Distributing Corp., N. Y., promoted to advertising and sales promotion manager.

Mr. Adelson

ROBERT ADELSON, Root, Ballantine, Harlan, Bushby & Palmer, N. Y., law firm, to legal staff, Sylvania **Electric Products** Inc., that city.

LESLIE F. BIEBL, program director of Air Music Inc., N. Y., appointed broadcast services manager of Associated Program Service, succeeding William H. Houghton, who has resigned.

JENSEN Mfg. Co., Chicago, has appointed Burt C. Porter Co., Seattle, as representative in Washington, Oregon, Alaska, western Idaho and western Montana.

DAVID J. FINN, advertising manager, RCA Victor Record Dept., appointed sales director, Custom Records Div. succeeded by **WILLIAM I. ALEXANDER**, director of retail advertising for Montgomery Ward & Co.

SOUTHERN RADIO SUPPLY Co., New Orleans, appointed distributor for Hallicrafters Co., Chicago (radio-TV sets).

AMPEX ELECTRIC Corp., Redwood City, Calif. (tape recorders), has opened midwestern sales offices in Chicago at 111 E. Ontario St. Manager is **RUSSELL J. TINKHAM.**

HENRY W. HORNIK, General Foods Corp., appointed controller, J. C. Warren Corp., Freeport, N. Y. (tape recording equipment).

STANLEY COWAN PUBLIC RELATIONS, Hollywood, moved to 6087 Sunset Blvd. Telephone is Hollywood 9-2271.

DAVID BAIN, product manager, broadcast audio equipment, RCA Victor, appointed Washington sales engineer of engineering products dept., replacing **JULIUS A. RENHARD** who transfers to Seattle as head of company's broadcast field sales activities in Pacific Northwest.

MILTON M. GROSSMAN Agency, Beverly Hills (talent agency), moved to 211 S. Beverly Dr. Telephone is Crestview 6-6163.

JOSEPH WALTERS appointed broadcast field sales representative for RCA Victor's Atlanta region.

BERNIE KAMINS, Hollywood publicist, moved to 239½ S. Beverly Dr., Beverly Hills. Telephone is Crestview 6-7985.

RALPH B. AUSTRIAN, executive vice president, Multi-Deck Corp., Beverly Hills (open-air parking lots), to Pereira & Luckman, L. A. (architects-engineers), in administrative capacity, assigned to CBS and ABC television centers under construction in L. A.

V. S. NAMEYEFF, manager of export activities, Raytheon Mfg. Co., Waltham, Mass., appointed manager of newly-expanded International Div.

Mr. Battison

JOHN H. BATTISON, TV engineer and producer, appointed TV engineering consultant to American U., Washington, D. C.

CHARLES B. COATES and **ROBERT L. L. McCORMICK** announce formation of **COATES & McCORMICK Inc.**, 441 Lexington Ave., N. Y., and Washington Bldg., Washington, D. C., for consultation in public relations and governmental research.

MATHEW F. BARNES appointed regional sales manager by Zenith Radio Corp. in territory comprising San Francisco, Sacramento, Fresno, Salt Lake City and Denver.

IVY OSTROW, promotion director, Graham W. Dribble—Orchid King, L. A. (orchid importer), has opened **IDEAS BY IVY OSTROW**, at 219 W. 7th St., that city, to offer freelance copy and promotion service to ad agencies.

TOM JONES, publicity department, Ambassador Hotel, L. A., to Walt Disney Productions, Burbank, to handle foreign publicity. He succeeds **GILBERTO SOUTO**, who joined United Artists Productions Inc., Rio de Janeiro.

NAT V. DONATO, national sales manager of C. P. MacGregor, Hollywood radio packaging concern, to Guild Films, N. Y., as Eastern sales manager.

Equipment . . .

INSTRUMENT Div., Allen B. DuMont Labs., Clifton, N. J., announces availability of new terminal adapter, Type 2592, which increases flexibility of connections to cathode-ray oscillographs and permits easier use of coaxial cables for carrying signals to test equipment. Unit may be used on any instrument having banana-jack type terminals spaced ¾″ on centers.

WARD PRODUCTS Corp., Cleveland, announces production of "Trombone" TV antenna for both VHF and UHF reception. Antenna features complete pre-assembly, light weight, all-aluminum construction and streamlined vibration-proof design.

GENERAL RADIO Co., Cambridge, Mass., announces availability of Type 1602-A admittance meter for making impedance measurements in the UHF and VHF ranges from 50 to 1500 mc.

SIMPSON ELECTRIC Co., Chicago, announces production of Model 485 crosshatch pattern generator which provides a synchronized signal, modulater on carrier frequencies of Channels 2 through 6 which can be tuned and sent through the receiver under test. When receiver has been properly adjusted, signal will show equally spaced lines in vertical, horizontal or crosshatch pattern on the picture tube.

ALLIANCE MFG. Co. announces manufacture of new automatic TV booster termed Alliance Cascamatic. Unit mounts on back of TV receiver, turns on and off with the set and is usable on all channels.

Technical . . .

GORDON CALCOTE, transmitter engineer, KBIG Avalon, Calif., father of boy, James Stephen, July 22.

WILLIAM DAHLEN, engineering staff, WHBF Rock Island, Ill., and Dorothy Reed announce their engagement.

HAROLD WEST to technical staff, KGAE Salem, Ore.

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

RTMA PROPOSES

OPS Ceilings Removal On Radio-TV Sets

THE GOVERNMENT last week was asked to remove the radio-TV set industry from price controls at all levels, but there were indications the Office of Price Stabilization would move slowly in taking any decontrol action.

Formal petition for immediate decontrol was filed with OPS Wednesday by Radio-Television Mfrs. Assn., which claimed "resulting savings might well be reflected in still further reductions in prices of the sets to the consuming public."

The association offered five reasons for price ceilings removal and reported on an informal survey of representative set manufacturers. Failing outright decontrol, the petition asked suspension for an indefinite period.

RTMA said retail prices are 15% or more below current OPS ceilings on TV receivers and 5% to 7% on radio sets. Decontrol would "relieve both OPS and the industry of costly administrative burdens." Lifting of the ceiling on component parts also is sought.

RTMA held that, despite lifting of the TV station freeze, "it is apparent the increase in set sales will be gradual . . . and very moderate during the next nine months." Opening new television markets would place "little strain on . . . productive capacity," it stated.

Some OPS quarters have favored retention of controls because of prospective new video markets, increased demand for receivers and perhaps higher prices [CLOSED CIRCUIT, July 28].

What action OPS would take was not immediately known. One agency authority believed OPS would study the RTMA petition closely. He felt it unlikely OPS would approve the request because of sustained set demand and the role of electronics in defense. He also questioned whether segments of industry would favor decontrol at a time when prospect is for more TV markets.

Other RTMA points: (1) Component parts are selling below OPS ceilings; (2) no condition now threatens to force price increases on radio-TV sets or components; (3) no serious shortage of materials exists which may retard future set output.

Percentages among manufacturers selling below ceiling prices showed 12% to 20% on TV receivers, 30% on TV picture tubes and 8% on receiving tubes.

With respect to the freeze lift RTMA explained:

POINT V

> While the radio-television manufacturing industry anticipates a steady expansion of the television set market as the FCC authorizes construction of additional television stations, it is apparent the increase in set sales will be gradual and will be very moderate during the next nine months.
>
> Even when . . . new television markets are opened, there will be little strain on the industry's productive capacity. Set production today is 30% under that of 1950, despite expansion in plant facilities, and could be stepped up without any shift in labor or materials from defense contracts.
>
> The opening of new television areas will not reduce present inventories substantially if at all. With one or two exceptions, these new areas will not constitute primary markets . . . and will serve at a maximum 36% of the population.

Meanwhile, OPS announced that radio-TV and other consumer goods manufacturers must use a different regulation to compute ceiling prices on new models after Sept. 24. The regulation (CPR 161) is designed to simplify price control procedures. Ceilings on new commodities can be established by reference to those introduced after the pre-Korean base period rather than by referring to prices of commodities made during the base period. The effect to radio-TV set makers is expected to be "minuscule," according to one OPS authority. It is expected to benefit small manufacturers.

FARM STATION?

Yes! For over a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

SPLATTER PARTY

DJs Stage Poolside Show

A COUPLE of WFBR Baltimore disc jockeys have turned their *Melody Ballroom* program into an outdoor affair by staging the five-days-a-week show at a dance pavilion at the city's Meadowbrook swimming pool.

The inspired jockeys, Ralph Phillips and Bill LeFevre, decided to follow their sizable teen-age audience to the poolside when hot weather set in and now don swimming trunks and spin their records at the pool with the aid of portable turntables and portable "control room."

Only trouble they've had was when a bolt of lightning struck a nearby tree during a summer thunderstorm and the tree fell across telephone lines putting them off the air for the rest of the afternoon's program. The station was ready for emergencies, however, and a standby announcer took a duplicate format and carried on from there.

* * *

In the swim are Messrs. LeFevre (l) and Phillips as they interview Melody Ballroom *fans.*

GENERAL FOODS

Three New V. P.'s Elected

GENERAL FOODS Corp. board of directors has elected three new vice presidents, all operating on the staff of Charles G. Mortimer Jr., executive vice president and chief operating officer of the corporation.

They are G. O. Bailey, general manager of the Birds Eye Div., who will be responsible for the operation of the Birds Eye, Bireley's and Oyster Divs.; R. M. Schmitz, general manager of the Associated Products Div., as vice president in charge of that division and General Foods Ltd.; and Wayne Marks, corporate controller, who continues in that office, to which he was re-elected.

Howard Chapin, formerly marketing manager of Birds Eye, succeeds Mr. Bailey as general manager of that division. He will report to Mr. Bailey along with Darrell Ingalls, general manager of Bireley's, and Paul Mercer, manager of the company's oyster business.

VOTE DRIVE

More Committees Set

WITH the naming of Register and Vote committees in seven additional states, total of 36 states have been organized for the good citizenship campaign, scheduled to kick off Aug. 15 [B•T, July 28].

Additional committees appointed to focus broadcasters' activities during the campaign are as follows:

TENNESSEE—Wayne Hudson, WROL Knoxville, chairman; Earl Winger, WDOD Chattanooga; Paul Oliphant, WLAC Nashville; John Cleghorn, WHBQ Memphis; Louis Linger, WJJM Lewisburg; Parry Sheftall, WJZM Clarksville.

VERMONT—John D. Swan, WCAX Burlington, chairman; E. Dean Finney, WTWN St. Johnsbury; A. E. Spokes, WJOY Burlington; T. G. Terhune, WTSA Brattleboro; Vena M. Bates, WHWB Rutland; Charles W. Grinnell, WSKI Montpelier.

OREGON—H. J. Chandler, KFLW Klamath Falls, chairman; S. W. McCready, KUGN Eugene; Joe Schertler, KEX Portland; Chet Wheeler, KWIL Albany; Gordon Capps, KSRV Ontario; Tom Becker; KNPT Newport; Ted Cooke, KOIN Portland; Dick Brown, KPOJ Portland.

IOWA—Herb Plambeck, WHO Des Moines, chairman; William B. Quarton, WMT Cedar Rapids; W. W. Woods, WHO Des Moines.

ARIZONA — Albert Johnson, KOY Phoenix, chairman; Ray Smucker, KYUM Yuma; Paul Merrill, KGLU Safford; Dwight Harkins, KTYL Mesa; Wayne Sanders, KCNA Tucson; Frank Redfield, KIFN Phoenix; Carl Morris, KAWT Douglas.

NEW MEXICO—Al Cadwell, KOAT Albuquerque, chairman; Ivan R. Head, KVSF Santa Fe; A. R. Hebenstreit, KGGM Albuquerque.

SOUTH CAROLINA—Gren Seibels, WMSC Columbia, chairman; Frank Best, WRNO Orangeburg; Dan Crosland, WCRS Greenwood; James Coggins, WKDK Newberry.

Get a line on THE Radio Buy in St. Louis!

Your nearest Katz man has the facts on KWK's LOW-low cost per 1000 homes delivered!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

JINGLES, which have sold a lot of tangible merchandise over the air, are being used to sell U. S. citizens on the idea of registering and voting in a World Broadcasting System "Get Out the Vote" campaign. Vocal group, The Jesters, sing the rhymed admonitions to get out and vote on the recorded feature, now being shipped to WBS subscribers to tie in with the NARTB "Register and Vote" drive.

* * *

MARINE SHOW

MARINES have landed at WTVJ (TV) Miami. *Meet Your Marines*, show featuring boys stationed at Opalocka, Fla., is being telecast each Tuesday. Capt. Edward McMahon, who starred as the clown on *The Big Top* before his recall to active duty last spring, is serving as m.c. Program is a variety show using talent from the Marine base.

* * *

TV DEMONSTRATION

SIX-DAY closed circuit TV demonstration was conducted by television transmitter division, Allen B. DuMont Labs. in cooperation with WEAU Eau Claire, Wis., at Northern Wisconsin District Fair, Chippewa Falls, Wis., July 29-Aug. 3. More than $25,000 worth of electronic equipment was used by DuMont and WEAU engineers in staging demonstration, spokesmen said. Musical-variety entertainment was telecast for the benefit of visitors in WEAU's "Radio Television Hall," one of fair's exhibits.

* * *

TV SELLS HOMES

SALE of homes is being "merchandised" on WOR-TV New York on *House Detective*, presented each Tuesday evening. Telecast gives prospective buyers interior and exterior views of houses on sale from builders, developers and real estate firms. Station reports that four one-minute participations have been sold to the First Federal Savings & Loan Assn. of Hempstead, Nassau-Suffolk Realty Co., Island Metal Mfg. Co. and Jay Dee Juvenile Co., all Long Island firms.

programs promotion premiums

WILK AT CONVENTIONS

ONLY station in northeastern Pennsylvania which provided listeners with direct coverage of both political conventions was WILK Wilkes-Barre, Pa., according to Roy E. Morgan, president of the outlet. Republican conclave was covered by John Heffernan, former newspaper editor. Dr. John L. Dorris reported from the Democratic convention. Both men sent reports to the station by regular telephone over a beeper phone.

* * *

WIDE FARM COVERAGE

FARM broadcasters from all over the world are participating in WGAR Cleveland's *Sunday Farm Roundup* show. Radio farm directors from four continents sent agricultural reports on tape to Bob Smith, WGAR farm director. Program also features brief telephone interviews with prominent northern Ohio farmers.

* * *

'TRACK' PROMOTION

RACE track scene dominates a promotion piece sent out by WTAO Boston announcing that "WTAO offers the best odds in the race!" Cartoon sketches of Ed Penney, Perry Brown, Billy Dale and Bob Mehrman, all station personalities, are accompanied by the phrase, "Ride with a winning 'disc' jockey."

* * *

SUCCESSFUL CONTEST

FINALS in the WCKY Cincinnati Talent Opportunity Tournament involved 15 contestants from the Ohio-Kentucky-Indiana coverage area of the station. Promotion of the contest drew some 1,500 applicants. Winners in all regional contests were determined by an audience mail vote. First prize went to Jane Beckner whose soprano voice won her $500 and a contract with King Records Inc.

TWENTY YEARS OF LEADERSHIP
COMPLETE YOUR SALES PICTURE
WJDX
NBC AFFILIATE
JACKSON, MISS.

Retail sales in metropolitan Jackson increased from $30,522,000 to $119,742,000 in the last 10 years. Let WJDX help you push your products in this area.

REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERY CO.

RADIO SELLS CARS

TOTAL of 108 5-minute spot announcements on KLAC Hollywood paid off with the sale of 22 automobiles for Eddie Nelson, Dodge-Plymouth dealer, Huntington Park, Calif. The announcements started June 14 on station's *Big Five Radio Jubilee* and at the end of two weeks was climaxed by a two-hour remote show from dealer's showroom.

* * *

CANADIANS TEST TV

TEST PROGRAMS are now being aired daily on CBC-TV Montreal, with live baseball games being telecast to aid in the sale of TV sets in the Montreal area. Silent films are shown with music background, and the station's test pattern is aired from 2 to 8 p.m. With few sets in the Montreal area as yet, CBC-TV Montreal is aiding dealers in selling sets with these long test programs and patterns prior to the official opening set for Sept. 6. At Toronto test programs will start about mid-August from the temporary antenna at CBC-TV Toronto, and live programs at various times of the day during the Canadian National Exhibition, Aug. 22-Sept. 6

* * *

STUDENTS PERFORM

PLAY written, produced and staged completely by graduating members of New York U.'s 1952 summer Radio & Television Workshop will be presented by WPIX (TV) New York today (Monday). Of the 28 students who will appear in "Witch Hunt" many are preparing for producing and directing positions with new TV stations whose grants are still pending with the FCC, station spokesmen reported.

* * *

'HOWDY' FOR PRESIDENT

HOWDY DOODY'S campaign for re-election as "President of the Kids" began in Buffalo, N. Y., last Saturday, designated as "Buffalo Bob Smith's Day" in honor of Howdy's creator, who also serves as his voice. Howdy Doody was originally elected "President of the Kids" in 1948. Program is heard on NBC-TV Mondays through Fridays and on NBC radio on Saturday.

"RADIO stations throughout the world are now bringing the UNESCO story to their listening audience," according to the July 16 issue of the UNESCO newsletter. The U. S. National Commission reported that the *UNESCO World Review* radio series is carried by 102 stations in 57 other countries and territories, in addition to U. S. outlets. UNESCO last year produced 520 radio programs in 24 languages, and distributed them to 74 countries, according to the UNESCO newsletter.

UNIVERSITY FORUM

LISTENERS are being invited to send in questions for use in discussions by members of the U. of South Carolina faculty on WNOK Columbia's *University Forum*. Program, aired each Sunday at 10:30 p.m., has been extended beyond original 13-week series because of audience interest, WNOK reports. Political, industrial and other subjects are discussed.

* * *

EASTSIDE CAMPAIGN

CONTESTS to determine sports champions have been started by Los Angeles Brewing Co. (Eastside beer) on KLAC-AM-TV Hollywood. Pacific Coast wrestling champion will be selected during eight to twelve weekly matches, telecast from Ocean Park Arena, Santa Monica. He will meet Lou Thesz, recently named world champion king in a similar campaign conducted by Maier Brewing Co., L. A., and receive a $5,000 jewel-studded gold belt. Series started July 18.

* * *

PRO-FOOTBALL

AMOCO will sponsor 14 Washington Redskins pro-football games this season over the 13 FM stations of the Rural Radio Network which embraces New York State and northern Pennsylvania. H. Stillwell Brown, RRN sales manager, negotiated the pact with the Joseph Katz Co. at Baltimore for Amoco. Gill, Keefe & Perna is RRN's New York City sales representative.

* * *

LOCAL NEWS STRESSED

RECOGNIZING the importance of local news coverage, WPTR Albany, N. Y., has arranged for a series of telephone recordings between National Guardsmen at Camp Drum, N. Y., and the studios in Albany. During two weeks of bivouac, the military post telephones the station each morning. Two guardsmen are interviewed by news editor Roger Stevens. Their experiences are recorded and broadcast on a noon newcast.

* * *

INDUSTRY ON RADIO

SERIES written to give local people a picture of their neighbors at work is being aired on WSTC Stamford, Conn. *Meet Your Local Industry* features interviews conducted by Pamela Cole with representatives of industry in the city. The show is also another in the station's schedule to give college students an opportunity to carry out interests in radio. Miss Cole is a junior at Smith College.

* * *

NEW RATE CARD

COMBINATION plastic calendar-rate card has been released by WWRL New York. On one side are the station's rates and the reverse side is a calendar from July 1952 through June 1955.

STEEL PINCH

Seen Slight for Radio-TV

MILITARY and defense-supporting programs will get first crack at the nation's steel output in the next few months, with perhaps a temporary crimp in the supply for radio-TV sets and station construction.

This was the outlook last week at the National Production Authority, which moved an emergency program to insure the flow of steel to vital defense efforts after settlement of the industry dispute. Both NPA Administrator Henry Fowler and military authorities accented military needs.

Despite the slowdown occasioned by the steel strike, manufacturers of radio and TV receivers remained confident they will obtain sufficient material to meet seasonal demands, particularly during the fourth quarter. They will be less affected than building-minded station operators.

Broadcasters may experience some difficulty in getting certain types of steel for remodeling or alteration projects—that is, self-authorizing quantities—but the pinch should be over by Sept. 1, it was indicated. Applications already have been approved for allotments in the present quarter. Turnout of steel and meeting of military needs will set the pattern for the quarter beginning Oct. 1.

NPA is expected to act shortly on four building applications for which approval was withheld during the steel dispute. These involve two from NBC New York for radio-TV studios and one each from Desert Television Co., Las Vegas, and Eastern Radio Corp. (WHUM Reading, Pa.), both TV station applicants.

Set-makers are apt to find no apparent shortage of copper and aluminum in the months ahead, what with suspension of inventory controls and other evidences of eased restrictions [CLOSED CIRCUIT, July 21]. The present steel shortage "will have little effect on the radio and television industry because it uses such a small amount of this basic metal," according to Radio-Television Mfrs. Assn. It's estimated that only 11/100s of 1% of U. S.-produced steel is used in radio-TV sets.

NPA Administrator Fowler said his agency would invoke the Controlled Materials Plan to channel steel to military contracts "with a minimum dislocation on non-military production." With certain exceptions, NPA will see that "all other orders will remain good and will be filled in turn as they would have had there been no strike," he explained.

"While it is anticipated that serious difficulties will be experienced by certain segments of industry during the months ahead, these problems should gradually diminish as new steel begins to flow in reasonably adequate qualities," Mr. Fowler stated.

CBS Radio Assist

CBS RADIO has been credited with assisting the Transylvania student orchestra to obtain a $30,000 appropriation from the North Carolina legislature last year and make possible its appearance at the Brevard Music Festival in North Carolina this summer. James Christian Pfohl, conductor of the orchestra, notified CBS that a recording of James Fassett's "Your Invitation to Music" talk about the festival convinced the legislature that the project was worthy of financial assistance. CBS Radio scheduled broadcasts from the festival July 26 and Aug. 2.

AD SALES LEADERS

PIB Cites Broadcast Share

RADIO AND TV network media firms comprised seven of the top 12 recipients of advertising sales volume among radio, television and magazines for the first six months of 1952, according to Publishers Information Bureau figures.

Numbering five among the top seven were NBC-TV with a total advertising volume of $41,067,493; CBS-TV, $32,451,094; CBS Radio, $29,601,495; NBC radio, $24,183,934, and ABC radio, $19,403,716. *Life* magazine was first with $48,573,615 and *Saturday Evening Post* was third with $39,055,384. Others topping $10 million were: *Time*, $16,888,193; *Better Homes & Gardens*, $11,661,333; *This Week*, $10,959,044; ABC-TV, $10,714,033, and Mutual radio, $10,262,680.

Russell E. Thrun

RUSSELL E. THRUN, 37, chief engineer of Port Huron Broadcasting Co., operator of WHLS Port Huron, Mich., and WLEW Bad Axe, Mich., died July 27. Funeral services were held last Wednesday. Mr. Thurn, who had been with the stations since April 1942 and who was made chief engineer in 1950, died unexpectedly of heart disease. He is survived by his wife, Mrs. Marjorie Bell Thurn; his mother, and a brother.

Samuel John Ellis

SAMUEL JOHN ELLIS, 61, superviser of radio inspection for Ontario in the Canadian Dept. of Transport, died at Toronto July 26 after being struck by an automobile July 17. A native of Ireland, he came to Canada as a boy, was a ship radio operator during World War I and has been radio inspector with headquarters at Toronto for over 30 years. He operated his own amateur station. He is survived by his wife and a son.

RECRUITING

18 Agencies Briefed

OBJECTIVES of the recruitment advertising program for the U. S. Army and Air Force were outlined in a briefing session held in Washington last Wednesday for advertising agencies interested in obtaining the $1 million contract starting next Oct. 1.

Eighteen agencies were represented at the meeting, presided over by officials of the Military Personnel Procurement Division, which handles recruiting, and other Pentagon authorities.

The agencies were among the 90 listed by the Dept. of Defense as eligible to compete for the advertising contract—those with annual domestic billings of $5 million or more. They will file answers to questionnaires from the department respecting their qualifications by Aug. 15.

Grant Advertising, recruiting agency since January 1950, was represented along with N. W. Ayer & Son, which handled the account in the late '40s. Also represented were Robert W. Orr & Assoc., which supervises National Guard recruiting, and the Joseph Katz Co., which has the Democratic Party political account.

Other agencies: Abbott & Kimball, Anderson & Cairns, BBDO, Bozell & Jacobs, Buchanan & Co., Calkins-Holden, Carlock, McClinton & Smith, Dancer-Fitzgerald-Sample, Doherty, Clifford & Shenfield, Dowd, Redfield & Johnstone, Ellington & Co., Hirshon-Garfield, McCann - Erickson, J. M. Mathes, and Ruthrauff & Ryan.

AFA Aids 'Vote' Drive

ADVERTISING Federation of America has sent telegrams, letters and campaign kits to 120 advertising clubs throughout the country, urging support of the American Heritage Foundation's "get-out-the-vote" drive. Thomas D'A. Brophy, chairman of Kenyon & Eckhardt and president of the foundation, said the AFA was chosen for this "grass roots" promotion because of its ability to perform the task without "arousing professional jealousy among civic groups."

BROADCASTERS are asked to support mobilization-public interest projects during August through the Advertising Council's allocation plan.

BASEBALL OVERSEAS

Lt. Decker Airs Games

FIRST LT. TOM DECKER, former sports director at WNEB Worcester, Mass., is the voice behind the microphone when servicemen in the European Command tune in to hear *Voice of the Major Leagues*.

Lt. Decker

Using sound discs and aided by a four-man staff, Lt. Decker recreates three major league baseball games weekly over the combined facilities of the American Forces Network serving all of Germany, the Blue Danube Network in Austria and the Armed Forces Radio Station in Trieste.

Lt. Decker joined the American Forces Network last January after being recalled to active duty last July. He maintains headquarters in Frankfurt. He is to air service football games for servicemen this fall and expects to be released from active duty in December.

A veteran of 11 years in the broadcasting field, Lt. Decker airs service baseball games each week in addition to his major league assignment. This past winter he toured most of Germany broadcasting major regional basketball championships.

In addition Lt. Decker writes and m. c.'s *Service Star Time*, a 30-minute weekly variety program featuring talented GIs.

Blanche P. Stewart

FUNERAL services were conducted in Erie, Pa., last week, for Mrs. Blanche P. Stewart, 49, known as Brenda of the Brenda and Cobina radio comedy team. Mrs. Stewart died July 24 at her Hollywood home following a lingering illness. Surviving are two brothers, Leo J. O'Melian, president of WLEU Erie, Anthony O'Melian and a sister, Mrs. Ann Miller.

That they may walk
. . . and smile
. . . again!
(See Front Cover)
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

XUM

30th BIRTHDAY ANNIVERSARIES

Celebrated By WMT Cedar Rapids, WACO Waco

TWO more stations have added their names to those which are celebrating 30th birthday anniversaries this year. Latest outlets to be dancing the anniversary waltz are WMT Cedar Rapids, Iowa, and WACO Waco, Tex.

WACO's Start

WACO went on the air in 1922 with the call letters WJAD. It operated with 15 w for about three hours a day. Power of the station was increased to 150 w the following year, and the station was moved to larger quarters.

Continued growth necessitated additional operating space and in 1928, WJAD moved into the Amicable Life Insurance Bldg., the present home of WACO. An increase in power to 1 kw was authorized, and a transmitting tower was erected near Waco city limits. The following year brought a change in ownership, and the call letters were changed to WACO. Simultaneously, the station shifted to its present frequency of 1420 kc.

In 1934, permission was granted for WACO to operate fulltime. In April, 1952, the broadcasting time was increased to 18½ hours daily.

The Southwest Bcstg. Co. purchased WACO in 1936 and operated the station until 1938. At that time, a group of Waco and Ft. Worth businessmen bought the company and changed its name to the Frontier Bcstg. Co.

R. E. Lee Glasgow, who had come to WACO in 1935 as an advertising salesman, was made general manager. WACO operates today under the same ownership and management. Gene L. Cagle is president; Charles B. Jordan, vice president.

WMT's Debut

On July 30, 1922, WJAM, forerunner of WMT, went on the air with two microphones, a wave length of 360 meters, a "powerful" 20 w transmitter and high hopes.

By Nov. 5, WJAM had established two reliable sponsors—each of whom had contracted for 2½ hours of daily broadcasting for the whopping sum of $100 per month. Incidentally, WMT reports, terms of this $100 contract specified that "$50 will be in cash." If either sponsor wanted more than the 2½ hours daily, the station was to receive $1.50 per hour thereafter.

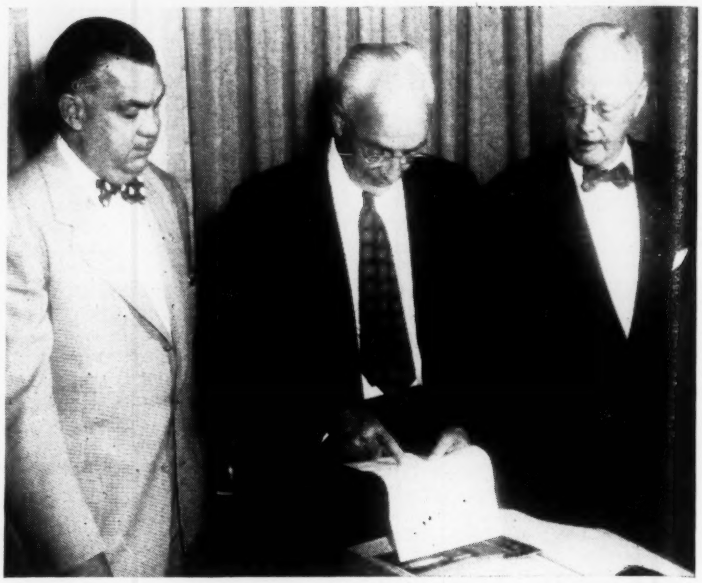
WJAM was the project of Douglas M. (Tex) Perham, who reportedly designed and built the first five wireless telephone stations in the U. S. The broadcasting equipment was housed in three rooms of Mr. Perham's house, with an aerial and 115-foot tower on the roof.

In 1928, the station was sold to the late Harry Shaw, who changed the call letters to WMT after his newspaper, the *Waterloo Morning Tribune*.

In 1934, the Cowles brothers of Des Moines, who had been operating KWCR Cedar Rapids under the management of S. D. Quarton, purchased WMT. KWCR was then dropped for the more favorable 600 kc and within a few months WMT's power was increased from 2.5 kw to 5 kw.

Today, WMT is a strong station, operating with a staff of 68 persons. Mrs. Helen S. Mark is listed as co-owner; William B. Dolph, as co-owner and executive vice president, and William B. Quarton, as general manager.

On A-Day, July 30, WMT offered special features. The celebration will continue through Aug. 16, when observance will be climaxed by WMT's 30th Anniversary Show at the All-Iowa Fair.



Mr. Quarton (c) examines WJAM-WMT log with Herbert Killian (l), president, Killian Co., the station's oldest continuous sponsor, and Sutherland Dows (r), president, Iowa Electric Light & Power Co., ◄ which in 1922 bought 2½ hours of air time daily for $100 per month.

WJPG
THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

GIVING MORE PEOPLE MORE REASONS TO LISTEN MORE OFTEN

EMPHASIS ON LOCAL NEWS, SPORTS, EVENTS, AND ENTERTAINMENT FAVORITES
PLUS
MUTUAL'S HEADLINERS

Nearly Everyone in the Green Bay Area has a compelling reason to listen to WJPG some time every day.

GREEN BAY IS A FAVORITE TEST MARKET
WJPG Green Bay, Wisconsin

McGILLVRA, Rep.
New York • • • • Chicago

Direct Mail Ads Up

DIRECT Mail Advertising Assn. Inc., New York, last week reported that dollar volume of direct mail advertising during first six months of 1952 was $576,940,582, representing 9½% gain over corresponding period in 1951, according to figures released by Frank Frazier, DMAA executive director. Dollar volume in June 1952 was reported as $89,120,702, a 4½% increase over June 1951.

Smack Hit

FOUR members of MBS' New York staff have composed the music and lyrics to a new popular song titled "Just One More Kiss." Co-authors are engineer Mac Benoit; Gene Clark, radio production supervisor; and producer Larry Dorn. Audition record features Harvey Harding, vocalist-organist on Mutual's *Faith in Our Time* (weekdays, 12:45-1 p. m. EDT).

McDonough Resigns

JAMES C. McDONOUGH has resigned as vice president and general manager of W. Earl Bothwell Agency, Chicago, to join the creative staff of Russel M. Seeds, same city.

WOR-MUTUAL's *Reporters Roundup* series (Thurs., 9:30-10 p.m., EDT) has been awarded an honorable mention as "the best public service series" in radio in a survey by 60 California newspapers.

FREEDOM CRUSADE

Appeal Campaign Readied

HEWITT, Ogilvy, Benson & Mather Inc., N. Y., has volunteered for the third consecutive year to prepare the Advertising Council's 1952 campaign for the Crusade for Freedom.

The Crusade for Freedom campaign, in addition to seeking the moral support of all Americans, this year will ask for $4 million in contributions for the construction of additional transmitters for Radio Free Europe and the expansion of facilities of Radio Free Asia.

In the last two years, Crusade appeals for $3.5 million made possible Radio Free Europe's present equipment of 13 transmitters in Germany and Portugal, and helped finance Radio Free Asia's broadcasts to China in four languages.

WWRL Woodside, N. Y., has been awarded commendation for "outstanding public service" by New York Federation of Reform Synagogues for *The Temple Hour*, presented on WWRL since September, 1930.

KXO
EL CENTRO CALIF.
CAN! and DOES!
Call PAUL H. RAYMER CO., National Representatives

RADIO Appreciation Night in Kansas City July 18 was sparked by an all-out WHB Kansas City, Mo., baseball promotion which brought 16,598 paying customers to the Kansas City Blues stadium. Among those who participated in pre-game ceremonies were (l to r) Dick Smith, WHB program director; Don Davis, WHB president; Sara Ann Starry, "Campus Queen for a Day;" Leo Barry, president of the Blues Fan Club, and Larry Ray, WHB sports director.

BMI PUBLISHERS

To Aid Veterans Contest

PUBLISHERS affiliated with Broadcast Music Inc. will collaborate on a song-writing contest Sept. 15 for disabled veterans in all VA hospitals with 25 prize-winners sharing $1,325 in U. S. Savings Bonds, the Veterans Administration announced last Wednesday.

In addition to the savings bonds, three top winners will have their songs published by BMI publisher-members. Contest judges will be selected from well-known figures in the music industry, VA said. The competition is open to veterans who have been patients in VA hospitals for at least 30 days prior to submitting their entries, and will run until Nov. 15.

Copies of the unpublished songs will be sent to VA hospitals for use in connection with Special Services music programs for patients. They will not be pushed commercially, VA said. Prizes: First place, $250 bond; second, $150, third, $100; and 11 awards each of $50 and $25 bonds.

NSPE Honors Woman

VIRGINIA ERWIN, a member of the firm of E. C. Page, consulting radio engineers, Washington, has become the second woman to be awarded a professional engineering certificate by the Washington chapter of the National Society of Professional Engineers. She believes she is the first woman engineer to have worked for the FCC (1946-48). She is in charge of TV and radio engineering for the Page firm's domestic clients.

Looking for Radio & Television Technicians?
RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.
Write to: PLACEMENT MANAGER
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 West Fourth Street, New York 14, N. Y.

SPARTANBURG BID

Byrd Favored Over Hilton

INITIAL decision favoring approval of application by James Cozby Byrd Jr. for a new 250 w AM station at Spartanburg, S. C., and denying bid of Southernair Broadcasting Co. for similar facilities was issued last Monday by FCC Hearing Examiner Leo Resnick.

In favoring the grant to Mr. Byrd for a station on 1400 kc, unlimited time, Examiner Resnick noted that he proposes to devote fulltime to day-to-day management of the station. Competing applicants, Omar G. and Greeley N. Hilton (Southernair), had planned "merely to install the station but to leave the day-to-day management in the hands of a manager," he noted. This "incidental supervision," Examiner Resnick said, is "hardly adequate to balance the full and undivided attention" proposed by Mr. Byrd.

Mr. Byrd, an electronics instructor who was associated with at least nine stations as a radio operator and announcer from 1947 to 1951, proposes to operate the outlet 18 hours daily, seven days a week. The Hiltons each have 50% interest in Davidson County Broadcasting Co., licensee of WBUY Lexington, Ky.

Godfrey Replacements

WHILE Arthur Godfrey vacations—Aug. 4 through Aug. 31—Robert Q. Lewis will serve as host on *Arthur Godfrey Time* on CBS Radio, Monday - Friday, 10-11:30 a.m., and on CBS-TV, Monday-Thursday, 10-11 a.m.; Joe E. Brown will be m.c. on *Arthur Godfrey's Talent Scouts* simulcast on CBS Radio and TV networks, Monday, 8:30-9 p.m., and as star of the Wednesday, 8-9 p.m. CBS-TV program, *Arthur Godfrey & His Friends*, he will be replaced Aug. 6 by Jerry Colonna, Aug. 13 by Victor Borge and Aug. 20 and 27 by Celeste Holm.

Film Report

(Continued from page 72)

facilitate the use of many sets in a continuously filmed TV program. The firm currently films NBC-TV *You Bet Your Life;* has completed the pilot film for NBC-TV *Two for the Money* starring **Fred Allen**, and is completing production plans on NBC-TV *Out of the Red* to star **Walter O'Keefe.**

* * *

Revue Productions, Hollywood subsidiary of MCA, will move from Eagle-Lion Studios to Republic Studios, North Hollywood, the first part of this month. Production is scheduled for Aug. 14 on 26 more half-hour films in *Kit Carson* TV series for **Coca Cola Bottling Co.**, starring **Bill Williams.**

MCA TV Ltd., formerly housed with the film firm, will move to Consolidated Film Industries, 959 N. Seward, Hollywood.

* * *

Filmcraft Productions, Hollywood, has purchased the adjoining building and property at 8455 Melrose Ave. for conversion into film editing rooms and offices. Expansion program started with the acquisition and renovation of the Filmarte Theatre [B•T, July 28].

* * *

Emmett-Vail Enterprises Inc., Los Angeles, Calif., opened a new film laboratory service and film distributing plant at 6926 Melrose Ave. Firm services TV stations, independent producers and amateur film individuals and distributes films for educational and television release. Principals are **T. H. Emmett**, film lab specialist for past 20 years, and **Ande Vail**, West Coast film producer.

* * *

Screen Televideo Productions, Hollywood, has completed filming of four NBC-TV *Cavalcade of America* half-hour programs for DuPont. **Gil Ralston** and **Jacques Braunstein**, film's partners, will leave for New York soon for conferences with BBDO.

Flying A Television Pictures, Hollywood, has completed the first four half-hour films in *Death Valley Days* TV series for **Pacific Borax Co.**, New York (20 Mule Team Borax). They are "Death Valley: How It Got Its Name," "She Burns Green" (dramatized discovery of Borax), "Lost Pegleg Mine" and "The Death Valley Kid." **Stuart** and **Darrell McGowan** are producing and directing from scripts by **Ruth Woodman.**

* * *

New department for TV film commercials service has been set up by **William F. Broidy Productions Inc.**, Hollywood. **Edward Kay**, aide to **Mr. Broidy**, is in charge of commercial film production negotiated by ad agencies. Committee, composed of **A. R. Milton, Wesley Barry** and **Jack Jungmeyer**, handles the leasing of studio stage space, location sites and newly acquired floating studio.

* * *

Screen Televideo Productions, Beverly Hills, has purchased three more half-hour scripts for inclusion in *Your Jeweler's Showcase*, TV film series being made for **Hamilton Watch Co.** and **International Silver Co.** The original stories are "Sunday at Four" by **Robert Patterson**, "Furlough" by **Milton Lazarus** and "Field of Honor" by **Donald Barr.**

* * *

Flying A Television Pictures, Hollywood, has purchased "The Old Prospector" by **Milton Raison** and "Gypsy Wagon" by **Virginia M. Cooke** for inclusion in *Gene Autry*, TV film series. **George Archainbaud** is director for **Lou Gray**, producer.

* * *

Herbert Moulton, executive producer of *Dick Tracy*, TV film series now being released by **Snader Telescriptions Corp.** Beverly Hills, Calif., plans a half-hour TV film series of crimes of vengeance, *Revenge*. The releasing organization will handle series' distribution upon its completion.

When It's **BMI** *It's Yours*
Another BMI "Pin Up" Hit
TAKE MY HEART
On Records: **Al Martino—Cap.; Toni Arden—Col.; Vic Damone—Merc.; Mel Torme—Cap.; Dennis Day—Vic.; Buddy DiVito—Tower.**
Non-exclusively licensed by
BMI
BROADCAST MUSIC INC. NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE NEW YORK 19, N. Y.

RULE WAIVER
Firm Petitions FCC

WAIVER of FCC's incidental radiation rule Sec. 15.2(c) to permit operation of wireless microphone on TV and film sets has been asked of FCC in a petition by Rothfeder, Yuhl & Baxter, Beverly Hills, Calif., exclusive national distributor.

Firm claims that under the rule, range of mike is limited to only 3 ft. even though it radiates but one-third as much energy as an average TV set.

Petitioner asks measurement be made from outside building rather than from the mike itself.

KRUX INTEREST
Montanans Purchase 75%

SALE of 75% interest in KRUX Phoenix, Ariz., for $75,000 to a group of Montanans has been announced. Buying controlling interest in the station are Franz Robischon, one-time manager of KBMY Billings, Dr. M. F. Keller, Great Falls and Margaret Robertson, Butte.

Disposing of his interest in the station is Rene Cushman. The other 25% will still be owned by Gene Burke Brophy. KRUX is on 1340 kc with 250 w fulltime. The sale, handled through Blackburn-Hamilton Co., is subject to FCC approval.

FOR FINEST TAPE RECORDING

WLET
Toccoa, Ga.

USES Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

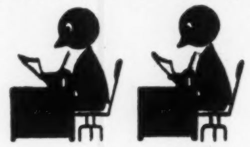
CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions



JULY 25 THROUGH JULY 31

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp. synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 87.

July 25 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

WSBB New Smyrna Beach, Fla.—Mod. license to increase power from 100 to 250 w.

Change Antenna Type

WHK-FM Cleveland—Mod. CP, as modified, which authorized new FM to change type of antenna and specify new studio location.

July 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KGFX Pierre, S. D.—License for CP which authorized installation of new trans.

Renewal of License

Following stations request renewal of license:

KPPC Pasadena, Calif.; WKMH Dearborn, Mich.; WMC Memphis, Tenn.

TENDERED FOR FILING

AM—1140 kc

WITA San Juan, Puerto Rico—CP to change frequency from 1400 kc 250 w to 1140 kc 500 w—N 1 kw—D install new trans. and change trans. location from Santurce to Catano, Puerto Rico.

HOSPITAL DRIVE
WIEL Helps Supply Funds

WIEL Elizabethtown, Ky., has helped supply needed donations to spark a hospital building fund drive to success.

Last fall, WIEL encouraged listeners to vote for a hospital bond issue. The bond issue, which was voted for by a 79% majority, was needed to match funds supplied by the federal government.

Not long ago, it was learned that $75,000 additionally was needed. WIEL went into action. From school children, it raised $5,000 through a "buy a brick for the hospital" campaign. From adult listeners, it raised more than $30,000 by plugging a "sponsor a hospital room" drive.

The hospital project was fostered by the Elizabethtown Lion's Club, which honored Walt Gaines, WIEL manager, at its annual banquet, July 24.

DECCA RECORDS Inc., N. Y., is offering to stockholders the right to purchase one share of capital stock at $7.62½ per share, 50 cents par value, for each three shares held. Offer good until Aug. 8 to stockholders of record July 22.

July 29 Applications . . .

ACCEPTED FOR FILING

License for CP

WAPI Birmingham, Ala.—License for CP which authorized installation of new trans.

AM—990 kc

KECC Pittsburg, Calif.—CP to increase power from 1 kw to 5 kw—N 10 kw—D; change from DA-N to DA-DN.

Extension of Completion Date

KABI Ketchikan, Ala.—Mod. CP, as modified, which authorized new AM for extension of completion date.

WEEK Peoria, Ill.—Mod. CP, as modified, which authorized changes in DA for extension of completion date.

KWTO Springfield, Mo.—Mod. CP, as modified, which authorized power increase for extension of completion date.

KGEZ Kalispell, Mont.—Mod. CP, as modified, which authorized change in frequency and power for extension of completion date.

WISN-FM Milwaukee—Mod. CP, as modified, which authorized new FM for extension of completion date to 2-22-53.

Change Transmitter Type

WNCA Siler City, N. C.—Mod. CP, as modified, which authorized new AM to change type of trans.

Change ERP

WCRS-FM Greenwood, S. C.—Mod. license to change ERP from 8.6 kw to 9.6 kw; ant. height above average terrain from 435 ft. to 403 ft.; change trans. from Wincharger, Type TSFM-6, 6-sec., to Collins Type No. 37-M4, 4-sec.

WTND-FM Orangeburg, S. C.—Mod. CP which authorized new FM to change ERP from 4.1 kw to 15.8 kw; change trans. from RCA No. BTF-3B to GE BT-3B; type ant. from Collins, No. 37M-2 2-sec., to GE BY-8-B, 8-bay.

WJBK-TV Detroit — Mod. CP to change ERP from 3 kw vis. 1.5 kw aur. to 100 kw vis. 50.1 kw aur.

Renewal of License

Following stations request renewal of license:

WGFG Kalamazoo, Mich.; WADC Akron, Ohio; WTRF Bellaire, Ohio; WOHP Bellefontaine, Ohio; WSRS Cleveland Heights, Ohio; WHHH Warren, Ohio; WFMW-FM Madisonville, Ky.

Extension of Completion Date

KFVS-FM Cape Girardeau, Mo.—Mod. CP, as modified, which authorized new FM for extension of completion date.

APPLICATION RETURNED

WMUS Muskegon, Mich. — RETURNED application for renewal of license.

July 29 Decisions . . .

BY BROADCAST BUREAU

Change DA

KGDM Stockton, Calif.—Granted license covering changes in DA.

Change Transmitter Location

WJXN Jackson, Miss.—Granted CP to change trans. location, install new trans. and make changes in ant. system.

Change Corporate Name

WNAC Boston, Mass., WONS Hartford, Conn., WEAN Providence, R. I., KHJ Hollywood, Calif., KFRC San Francisco, Calif., KGB San Diego, Calif.—Granted mod. licenses to change corporate name to General Teleradio Inc.

WNAC-TV Boston, Mass.—Granted mod. license to change corporate name to General Teleradio Inc.

WOR-TV New York—Granted mod. STA and license to change corporate name to General Teleradio Inc.

KHJ-FM Los Angeles—Granted mod. CP and license to change name to General Teleradio Inc.

WOR-FM New York—Granted mod. license to change name to General Teleradio Inc.

WQAN-AM-FM Scranton, Pa. — Granted mod. license to change name to The Scranton Times (Co-Partnership) Elizabeth R. Lynett and Edward J. Lynett.

Install New Transmitter

KRAI Craig, Col.—Granted license covering installation of new trans.

Change ERP

WNOW-FM York, Pa.—Granted CP to make changes in existing FM: ERP from 13 kw to 16.5 kw; ant. from 500 ft. to 450 ft.

WCPO-FM Cincinnati, Ohio—Granted CP to make changes in existing FM: ERP from 10 kw to 12.5 kw; ant. height from 650 ft. to 590 ft.

Extension of Completion Dates

Following were granted mod. CP's for extension of completion dates as shown: KPOL Los Angeles, to 10-7-52; WBRY Waterbury, Conn., to 12-31-52; WARM Scranton, Pa., to 9-15-52; WJAR-FM Providence, R. I.; WRSW Warsaw, Ind., to 9-30-52.

Delete FM

KGMO-FM Cape Girardeau, Mo.—Granted request to cancel authorization and license and delete FM.

WRAP Norfolk, Va.—Granted mod. CP to move ant. tower (same address as approved site).

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

WELS Kinston, N. C.—Granted petition for dismissal of application for transfer of control.

KTRM Beaumont, Tex.—Granted petition for dismissal without prejudice

SERVICE DIRECTORY

Custom-Built Equipment
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1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
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AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
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Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

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AUG 5 1952
LIBRARY

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
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PAUL GODLEY CO.
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Laboratories Great Notch, N. J.
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501-514 Munsey Bldg.—STerling 0111
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Member AFCCE *

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26 Years' Experience in Radio Engineering
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Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
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McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE *

RUSSELL P. MAY
John A. Moffet, Associate
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE *

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
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E. C. PAGE
CONSULTING RADIO ENGINEERS
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Member AFCCE *

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MICHIGAN 2261
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KEAR & KENNEDY
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WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
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DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE *

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
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GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

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1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
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Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
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ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
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Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
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1469 Church Street, N.W. DEcatur 1231
Washington 5, D. C.
Member AFCCE *

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Hollywood, Calif. NOrmandy 2-6715

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HARRY R. LUBCKE
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INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
ATwater 4282
Washington, D. C.—REpublic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA, San Francisco 8, Calif. *DOuglas 2-2536*
33 Elm Ave. Mill Valley, Calif. *DUnlap 8-4871*

Member AFCCE *

of application.

Sacramento Bcstrs. Inc., Sacramento, Calif.—Granted petition to amend application to specify UHF Ch. 40 in lieu of VHF Ch. 3; submit amended sec. V-C and V-G; and submit new exhibit 12, and as amended removed from hearing docket.

By Hearing Examiner
Hugh B. Hutchison

Atlantic City Bcstg. Co., Atlantic City, N. J.—Granted petition to amend application (1) to specify definite trans. power and ant. site; and (2) submit more detailed and comprehensive information concerning program proposals.

Press-Union Pub. Co., Atlantic City, N. J.—Granted petition to amend ap-

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00* ***minimum*** • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00* ***minimum*** • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

WPAZ, Pottstown, Pennsylvania successful kw independent daytimer, has openings for morning man, copywriter director, disc jockey. Salary plus participation in profit sharing plan.

Accepting applications for complete staff including good copywriter, salesman, etc. Expect to be on air thirty days. 300 Portlock Bldg., Norfolk 10, Virginia.

Managerial

Wanted: Commercial manager for one of growing group of stations. Aggressive salesman who wants opportunity to become general manager. Write Box 903P, BROADCASTING • TELECASTING.

General manager wanted. Energetic man with background in small market sales, anxious to advance into metropolitan market. Write Box 904P, BROADCASTING • TELECASTING.

General manager. Must have aggressive sales record. Can earn from $8,000-$12,000. Unusual opportunity. Write Box 905P, BROADCASTING • TELECASTING.

Expanding organization. Present sales manager promoted to station manager. We are looking for two sales managers. Want men who are experienced, aggressive, good character and who can produce billing immediately on a sound basis. High income, job security and opportunity to advance are the rewards to the men who qualify. Please send photo and complete letter stating income required. Strictly confidential. Box 907P, BROADCASTING • TELECASTING.

Salesmen

Progressive salesman wanted immediately by 5000 watt non-directional daytime 1000 watt directional nighttime station with network affiliation in large southeastern city. Exceptional opportunity for aggressive man with good radio background and a proven sales record. State full particulars and submit photo with reply Box 656P, BROADCASTING • TELECASTING.

Radio salesman for Texas station. Salary plus commission. Good market, progressive town. Box 759P, BROADCASTING • TELECASTING.

NBC station, western market seeking experienced radio salesman as replacement for man who earned better than $7,000 in salary and commission. Send photograph and complete background first letter. Do not apply unless available for personal interview. Contact Gene DeYoung, KERO, Bakersfield, California.

Help Wanted (Cont'd)

Florida coast station. Hard-hitting salesmanager to do competitive selling. No desk pilots wanted. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Wanted: Salesman-newsman. Experience secondary, will train. More interested in hard-worker with adequate education and capabilities. Southwest. Write Box 824P, BROADCASTING • TELECASTING.

Successful time salesman. Are you a money-making salesman in a small market, looking for a chance to locate in a larger city? Aggressive Ohio indie wants a young salesman (25-30), capable of assuming managerial responsibilities as organization expands. If you haven't had at least 3 years experience, with present earnings in excess of $5,000 annually, don't apply. Tell all first letter. Box 764P, BROADCASTING • TELECASTING.

Growing organization, second AM station purchased. TV application filed. Third AM application planned. Need salesman for Michigan market in city of 55,000 population. Want man who is experienced, aggressive, good character and who can produce immediate billing sold on a sound basis. High income, job security, opportunity to advance are rewards to the man who qualifies. Please send photo, complete letter and starting income required. Strictly confidential. Box 908P, BROADCASTING • TELECASTING.

Salesman wanted immediately. Must be willing to buck rough market. If you can't sell, don't reply. $75.00 per week plus 10%. Phone, wire or write KBMX, Coalinga, California. Phone 136.

Experienced energetic salesman with sound ideas and ability to make impressive presentations to local advertisers. Excellent salary guarantee with commission arrangement. Opportunity for advancement. KCMC AM-FM (TV applicant) Texarkana, Ark.-Tex.

Experienced salesman: 15 percent commission. **$50 weekly guarantee for first 60 days.** Unrestricted protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Announcers

Announcer with well-rounded experience, deep voice, to run livewire morning hillbilly and pop DJ show for Pennsylvania independent daytimer. Send complete information and disc. Box 598P, BROADCASTING • TELECASTING.

Classified Advertising

DEADLINE

- ***undisplayed*—Monday preceding publication date**
- ***display*—Tuesday preceding publication date**

Help Wanted (Cont'd)

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Morning man for 5 kw NBC New England coast. We need experience, friendliness, capability in early riser to augment good staff and sell early farm and urban audience. Photo, tape/disc, detailed background and salary first letter. Box 648P, BROADCASTING • TELECASTING.

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

Experienced staff announcer for good steady job net affiliate smaller city upper midwest. $70.00 start. Box 672P, BROADCASTING • TELECASTING.

Announcer wanted by Minnesota station. Good salary. Chance to earn extra money selling. Car necessary. Must be able to type. Box 771P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, emphasis on announcing. $75 starting pay, with Pa. independent. Box 789P, BROADCASTING • TELECASTING.

Wanted: Staff announcer with car. Prefer man with independent station experience. Send tape or disc, photo, details to Box 812P, BROADCASTING • TELECASTING.

Announcer. 250w Mutual. Population 13,000. Modern air conditioned studio. TVA Lakes housing available. Experience preferred, but qualified trainee considered. Box 816P, BROADCASTING • TELECASTING.

250 watt network affiliate, deep south, wants experienced announcer capable of doing some play-by-play sports. Box 860P, BROADCASTING • TELECASTING.

Wanted: Experienced announcer capable of news writing, newscasting, play-by-play and man-on-the-street programs. Starting salary $75 per week. Midwest, 250 watts, ABC. Box 861P, BROADCASTING • TELECASTING.

Established Michigan 1 kw (TV applicant). DJ announcer strong on music and news. Console experience preferred. Send disc and references. Box 877P, BROADCASTING • TELECASTING.

Florida Coast Station. Announcer-engineer heavy on announcing that sells. Send tape/disc, experience record, references, first letter. $80/44 hours. Box 900P, BROADCASTING • TELECASTING.

Announcers: Need two crackerjack men with quality voices and well-rounded experience who can do a good job. Fine voice and good sense of programming a "must." Salary commensurate with ability. Central Kentucky 1,000 watt station. Send full information, tape or disc and photo first letter. Box 897P, BROADCASTING • TELECASTING.

Combo man wanted immediately. Experience not necessary. Salary commensurate with ability. Must have first phone. Accent on announcing. Phone, wire or write KBMX, Coalinga, California. Phone 136.

Announcers with first class licenses. Experience desirable but ability and other qualifications more important. Send audition tape, details and references by air mail to KMVI, Wailuku, Maui, Hawaii.

Announcer, with first phone for Texas kilowatt independent. Eighty dollars per week. Owner presently assuming management. Write Mike Barrett, KTFY, Brownfield, Texas.

Help Wanted (Cont'd)

Experienced announcer. Send disc, photo, complete background. Disc jockey plus well-rounded experience preferred. Good salary plus talent. Write KNOX, Grand Forks, North Dakota.

We are expanding. Second AM station purchased. TV application filed. Third AM application planned. Presently need one announcer with experience for all-round staff work. Basic 48-hour week, salary only. Beginners considered. Write giving experience if any, complete personal data, photo and tape or disc. State minimum salary required. Opportunity to learn, expand and develop with growing organization. Send data to Larry Payne, WABJ, Adrian, Michigan. Strictly confidential.

Experienced announcer—morning shift. Football play-by-play desirable. Mutual affiliate, 40 miles Atlanta. WBHF, Cartersville, Ga.

Experienced announcer in stable market with fulltime ABC station. Personal interview necessary. Contact WCLI, Corning, New York.

Wanted: Announcer. First license operator on or before September 1st. Starting salary $75.00 44 hours. WCTA, Andalusia, Alabama.

Combination announcer-engineer, first class ticket. Emphasis on announcing, but will take inexperienced man who shows promise. Kilowatt daytime station serving Southern Illinois. Adequate housing, good living conditions, available recreational facilities. If interested, contact General Manager, WFRX, West Frankfort, Illinois.

Wanted: Staff announcer. No experience necessary. $50 start. Write WIKB, Iron River, Michigan.

WMTE, Manistee, Michigan needs combination announcer-engineer with first class ticket. $280 month. Call or write.

Experienced announcer with ability to handle news and commercials intelligently needed immediately. Send disc and data to J. J. Herget, WTIP, Charleston, W. Va.

Combination announcer-engineer. $70-$75 weekly. Send audition, letter, photo, WVOT, Wilson, N. C.

Technical

Wanted: Engineer with first class ticket. Immediate opening—upstate New York. Box 669P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. Texas. Box 760P, BROADCASTING • TELECASTING.

Experienced first class ticket engineer, capable of becoming chief. Seventy-five weekly for 48 hours. Virginia station. Write immediately to Box 763P, BROADCASTING • TELECASTING.

Minnesota station wants chief engineer. Must be able to do some announcing. Good salary. Box 770P, BROADCASTING • TELECASTING.

Immediate opening for engineer, $65.00 for 40 hours; opportunity to advance. Write for further details. Box 872P, BROADCASTING • TELECASTING.

First class engineer for 250 watt small town network station. Good chance to start at the bottom. Box 874P, BROADCASTING • TELECASTING.

Wonderful opportunity for young aggressive recording engineer in Midwestern town with excellent living conditions. Must be experienced in recording, editing and maintenance of equipment. State qualifications. Apply Box 887P, BROADCASTING • TELECASTING.

Engineer position open, possibility of becoming chief. Permanent. Excellent salary. Box 899P, BROADCASTING • TELECASTING.

Engineer-announcer for small market southern station. Progressive town. 40 hour week. Write J. H. Fleet, KAGH, Crossett, Arkansas.

Experienced announcer-engineer. Hospitalization, vacations, good working conditions. $80.00 week. College city 10,000. Apply at once. KAYS, Hays, Kansas.

First phone engineer wanted immediately for fast growing Southwestern city. Starting salary $260.00 per month. Living quarters for single man. Car necessary. KECK, Odessa, Texas.

Help Wanted (Cont'd)

Wanted: AM and TV studio and transmitter technicians. Give details of technical background and include recent snapshot. KFEL, Albany Hotel, Denver, Colorado.

Uncle Sam has taken two of our men. Need a good chief at $100.00 per week and No. 2 man at $70.00 per week for new RCA-5 kw. KGVO, Missoula, Montana.

Wanted: First class engineer for transmitter duty. Experience not necessary. Contact chief engineer, Radio Station WCRO, Johnstown, Pa.

Have opening for first class transmitter engineer. Car necessary. Contact Chief Engineer, WCSI, Columbus, Indiana.

Engineer-announcer. Starting salary $70.00 per week, WIRB, Enterprise, Alabama.

Need first class engineer at once. Offer $67.50 for 48 hours. Permanent. Transmitter and remotes, no studio. Excellent working conditions, insurance. Write, phone or wire WKIC, Hazard, Kentucky.

Immediately: Engineer-announcer for network station. Send salary requirements, background and disc first letter. WMLT, Dublin, Ga.

WMTE, Manistee, Michigan needs combination announcer-engineer with first class ticket. $280 month. Call or write.

Wanted: Chief engineer for 5 kw station. Western Electric equipment, directional lights. Radio station WRRF, Washington, North Carolina, Telephone 403.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Chief engineer for new radio station. Send application 300 Portlock Bldg., Norfolk 10, Va.

Production-Programming, Others

Continuity writer wanted. Immediate opening. Man or woman with ability to write good selling copy. Central New York affiliate. Good opportunity. Permanent position. Box 845P, BROADCASTING • TELECASTING.

Program director KCOL in cool colorful Colorado, needed September 1. Must gather and write local news and do special events. KCOL, Fort Collins, Colorado.

Commercial copywriter for 5000 watt MBS affiliate. Immediate opening. Contact Wayne W. Cribb, KHMO, Hannibal, Missouri.

Television

Production-Programming, Others

Wanted immediately: Production coordinator for New England TV station now on air. Must be thoroughly experienced and capable of heading up production department. Excellent opportunity for qualified young man. Write giving resume. Box 902P, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Manager: Excellent record administration, sales. Superior news personality. Top references. Consider part ownership. Box 787P, BROADCASTING • TELECASTING.

Colleges and universities: Manager, extensive independent and network experience, 29, college graduate, now heading 1 kw independent; seeking opportunity in educational radio and TV. Box 826P, BROADCASTING • TELECASTING.

Capable organizer-supervisor, extensive radio and communications background, practicing lawyer with first class ticket, age 34, married, available for interview. Box 889P, BROADCASTING • TELECASTING.

Announcers

Announcer, presently employed, wants job in Northeast affiliate. Tape on request. Box 871P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced network and independent announcer PD, exempt veteran, boardman, strong news, DJ, A-1 selling ability. Phone Buckminister 7-1336 Brooklyn, N. Y. or write Box 876P, BROADCASTING • TELECASTING.

Capable announcer. College graduate, 25, single. Experienced with excellent news, sports, DJ. Hard worker, eager to learn. Disc available. Box 878P, BROADCASTING • TELECASTING.

Announcer, first phone. Single, 32, desires combo job Calif. Location first consideration. Available September 1. Box 883P, BROADCASTING • TELECASTING.

Voice, with accompanying DJ. Veteran, 26, single, professional schooling, some experience. Mature vibrant voice. News, control board. Discs, photo. Box 886P, BROADCASTING • TELECASTING.

Here's a 4-way stretch to snap up! Announcer-pianist-singer-control board operator. Serious and ambitious. Young, personable, and available immediately. Box 890P, BROADCASTING • TELECASTING.

Wanzer wants work!! Young, energetic announcer-operator available immediately for station offering good future. Exempt, veteran. Box 891P, BROADCASTING • TELECASTING.

Announcer-operator. Draft exempt, veteran, 22. Good commercial voice. Ambitious. Conscientious and willing. Available immediately. Box 892P, BROADCASTING • TELECASTING.

Interested in fulltime work with NBC affiliate after August 19. U. S. citizen. U. S.-Canada radio, Republican-Democratic Convention coverage for Canada. Dispassionate news commentary. Specialize: interviews—spot remotes. Described last public appearance of Eisenhower on Michigan Ave. Dependable as the chimes. Disc, picture, 2 weeks notice. References. LeRoy G. Brush, 49 Balmoral Pl., Winnipeg, Canada.

Sportscaster and newsman. Topflight play-by-play man has radio staff, news experience plus newspaper background. Four years sportscasting all sports. B.A. Journalism. Reporter 90,000 circulation daily. Details, disc, interview. Tom Hamlin, Oxford Road, Franklin, Ohio. Phone Franklin 6-5629.

Announcer: Mature family man, top newscaster and commercial man, with authoritative delivery. Capable of, and prefer, large operation in Midwest. Address: 104 East 29th, North Kansas City, Mo. Telephone Norclay 6949, Charles Pierce.

Announcer experience, draft exempt. For disc and details: George Scott Vh 856-M1, West Tisbury, Mass.

Staff announcer, 6 years, 2 stations, 37, family. Prefer Michigan. Aircheck WHFB mornings. Jack Whalen, Berrien Springs, Michigan. Phone 5042.

Technical

Veteran—Negro. First class license, available immediately. 6 months broadcast station experience. Will relocate. Only permanent position with equitable salary considered. Box 819P, BROADCASTING • TELECASTING.

Are you looking for an engineer? I'm the man you want. Three years experience. Currently chief. Box 884P, BROADCASTING • TELECASTING.

Chief with over two decades experience in design construction installation and maintenance from microphone to antenna, would like affiliation with progressive station that believes in striving for technical perfection. Box 888P, BROADCASTING • TELECASTING.

Broadcast - television engineer, thoroughly qualified, twenty years experience and administrative ability, desires immediate connection. Formerly engineer-projection supervisor WSB-TV. As chief engineer WAGA-TV planned and supervised complete installation. Contact George Smith, Box 52, Brookhaven, Ga.

Production-Programming, Others

Texas: Sound proposition. Ten years radio, South and East. Staff, programming, personality. Minimum $350. Box 803P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Punch-packed copy that rings sales bell. News editor with excellent voice, top references, wants to locate in California. Experienced, draft exempt. Creates local features which attract national accounts. Box 873P, BROADCASTING • TELECASTING.

Continuity writer, female, age 26, 4 years experience, top references. Box 880P, BROADCASTING • TELECASTING.

Seeking change after two years in small station. Copy; traffic; servicing accounts. Prefer East or Southeast. Box 885P, BROADCASTING • TELECASTING.

Top educational-variety TV or radio programming. Young ambitious lady. Radio experience. Master's in English. Box 894P, BROADCASTING • TELECASTING.

Managerial

Proven record of successful sales, programming and managerial results for AM-TV. Presently with major network operation. Will work on percentage basis. Box 835P, BROADCASTING • TELECASTING.

For Sale

Stations

Progressive Southern Station. Must sell due to ill health. $55,000. No competition. Write Box 870P, BROADCASTING • TELECASTING.

Southwest: 250 watt. No competition. Gross $3750 month. Low operating costs. $15,000 down. Box 882P, BROADCASTING • TELECASTING.

Complete GE 3 kw FM station, whole or part, for information: WICE, Providence, R. I.

Western stations. Independents, affiliates. Priced from $18,000 up. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Magnecord PT63-AH and PT63-J amplifier, both in portable cases and cannot be told from new; $650. PT6-A and PT6-J both in portable cases. Good operating condition; $375. Box 879P, BROADCASTING • TELECASTING.

Eko-tape model 101, top condition, balanced or unbalanced 600 ohm input-output, plus 30-50 ohm mike input, UTC multimatch transformers. $275.00. Box 881P, BROADCASTING • TELECASTING.

Tape recorders for sale: Sonar will accommodate 5, 7, and 10½ reels, used for playback only, good condition, $368. Brush BK-401, Wilcox Gay, used, in good mechanical condition. All low and 600 ohm input, 600 output. Speed 7½ inches. Box 893P, BROADCASTING • TELECASTING.

Save $7000.00 on two 250 watt, complete point-to-point communications systems. General Electric, practically new, operates within the 30 to 44 mc. FM band. Contact Engineer of KOAT, Albuquerque, New Mexico.

3½" **coax** 200', yours for $500.00. WINL, Lebanon, Indiana.

FM transmitter, GE., ¼ kw, 101.3 mc; 3 kw amplifier, GE.; and 10 kw GE., along with complete auxiliary equipment for station operation. Also ¼ kw AM Western Electric transmitter and auxiliaries. Prefer to sell each as a unit. Ask for complete lists. Beckley Newspapers, Beckley, W. Va.

Wanted to Buy

Stations

Radio station, Midwest, by group currently in radio station business. No broker. All replies confidential and you deal directly with purchasers. Send full details re market, financial status, etc. Box 896P, BROADCASTING • TELECASTING.

Equipment, etc.

Approximately 500 foot tower, guyed or self supporting. Please send price and description. Box 850P, BROADCASTING • TELECASTING.

Wanted: 500w or 1 kw transmitter. Good condition. Box 875P, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

RG-17/V or RG-18/V 250'. Also need Photoelectric control unit. Full details first letter. Box 901P, BROADCASTING • TELECASTING.

250 watt transmitter, modulation monitor, limiter, console, turntables, pickups, 150 foot tower. WMAM, Marinette, Wisconsin.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

WBEX, Chillicothe, Ohio, now accepting bids to paint tower, Wincharger, model 78, also check and repair guy wires.

Help Wanted

Announcers

Outstanding Independent
Needs Two Men
1. DISC JOCKEY
2. ANNOUNCER-ENGINEER
Send audition to
WNOR
Norfolk, Virginia

I want a young radio promotion-happy guy who is prolific with ideas, but they gotta be good. Here is an opportunity for a big thrill doing big things with a great midwestern station. Address Box 909P, BROADCASTING • TELECASTING.

Situations Wanted

Announcers

Experienced football, basketball and baseball broadcaster will be available right after close major league baseball season. All-round staff announcer, excellent commercial reputation, top DJ, top references. Box 906P, BROADCASTING • TELECASTING.

Technical

HIGHLY QUALIFIED ENGINEER

Seeks position with progressive station or group of stations as engineering head. Long experience in design, construction, administration, operation and maintenance. Top salary required. State all particulars first letter. Box 895P, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

PORTABLE TRANSCRIPTION PLAYBACKS. $37.75 F.O.B. Chicago. 8" speaker, 3 tube amplifier full range tone control. Astatic "400" pickup arm. Plays 33, 45 and 78 RPM. All sizes including 16" disc. Fully reconditioned. Carrying weight 28 pounds. Richrd Alan Company, 3618 Milwaukee Avenue, Chicago 41, Illinois. Spring 7-7100.

One Raytheon FM 250 watt transmitter. 2 sets of crystals for 106.3 and 100.7 mc. Complete set of tubes and spares. Price $1000. Also, one Hewett-Packard 335-B frequency and modulation monitor —$350. All in excellent condition.
RADIO STATION
W K A P Allentown, Pa.

UN DAY UNIT
Named for Radio-TV

RADIO-TV committee of the National Citizens' Committee for United Nations Day will meet at UN headquarters in New York Aug. 15 to map plans for broadcasters' participation in the observance of UN Day, Oct. 24.

Following members of the radio-TV committee were named by NARTB President Harold E. Fellows, who is chairman: Ralph Hardy, NARTB government relations director, vice chairman; Charles Vanda, WCAU Philadelphia; Arnold Hartley, WOV New York; Harry Folts, WINS New York; Les Arries Jr., DuMont; Edward Madden, NBC; Wells Church and Sig Mickelson, CBS; John W. Pacey, ABC; Dorothy Lewis, coordinator of U. S. station relations, UN Radio. An MBS representative will be named.

Hanna Heads FM Group

MICHAEL R. HANNA, WHCU-FM Ithaca, N. Y., was named chairman of the NARTB FM Committee, it was announced last week. Other members are: Ben Strouse, WWDC-FM Washington; Gaines Kelley, WFMY (FM) Greensboro, N.C.; Edward A. Wheeler, WEAW (FM) Evanston, Ill.; Gerald Harrison, WMAS-FM Springfield, Mass. Alternates are: Henry P. Johnston, WSGN-FM Birmingham, Ala.; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Robert E. Williams, WFML (FM) Washington, Ind.

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'CRUSADE AGAINST CRIME'
Novel Anti-Crime News Show Earns Praise

Mr. Cahn

TELECASTS of the Senate Crime Investigating Committee hearing in 1950 and 1951 catapulted a virtually unknown Senator from Tennessee, Estes Kefauver, into the national limelight.

It also was responsible for a radio program, *Crusade Against Crime*, produced by Julius N. Cahn, executive assistant to Sen. Alexander Wiley (R-Wis.). Sen. Wiley is ranking GOP member of the Senate Judiciary Committee.

Mr. Cahn, as Sen. Wiley's alter ego on the Kefauver Crime Committee, stumped the nation for 18 months with the Senate group. As evil after evil was unearthed, 29-year-old Cahn became aware that the public did not know how law enforcement agencies worked. People had even a fainter idea of what federal agencies existed and who ran them.

Early this year, Mr. Cahn organized the show which has won praise from those citizens interested in law enforcement—municipal crime commissions, police chief associations, PTAs, and others.

Winchell Comment

In addition to plaudits from anti-crime forces, *Crusade Against Crime* also won this accolade from Walter Winchell: "Networks are recommended to J. N. Cahn's Washington radio program on how to combat crime. A corker."

Crusade Aganst Crime now is carried on a dozen stations, ranging from nearby Washington, D. C., area outlets to three in Wisconsin. It is a half-hour, taped program, which is furnished stations for the cost of the tape plus handling charges.

The format is simple. Main portion is an extemporaneous interview with the chief of one of the several dozen law enforcement agencies in Washington. Program is usually pinned on some up-to-the-minute development.

Program opens with a review of crime highlights of the week, followed by details, then an interview.

Among Washington "names" who have appeared on the dozen programs since the beginning are Sen. Charles W. Tobey (R-N. H.), whose outbursts of righteous indignation during the Kefauver Committee hearings won instant allies among the viewers of the country; Rep. E. C. Gathings (D-Ark.), author of the resolution to investigate the morality of radio and TV programs, books, magazines and comics; James J. Guthrie, racket squad director, Bureau of Internal Revenue; Harry J. Anslinger, U. S. Narcotics Bureau director; James V. Bennett, U. S. Bureau of Prisons director, and George S. Turner, FCC director of Field Engineering and Monitoring.

In addition to producing the show, Mr. Cahn is the narrator. He is a 1942 magna cum laude graduate of the College of the City of New York and got his master's degree from American U., Washington, in 1945, the year he joined the Wisconsin Senator.

'Football Time'

WORLD Broadcasting System announced last week that *Football Time*, a 13-week radio series of special 15-minute football programs, was being shipped to affiliated stations. General Manager Robert W. Friedheim noted that last year 462 World affiliates sold the show to local and regional advertisers.

BOOKLET summing up "the philosophy of Robert W. Orr & Assoc. in three words: attention, imagination, integrity" has been released by that New York agency. Copy explains the agency.

WSB'S STATUS
Truman Lines Up Board

A REVAMPED Wage Stabilization Board, shorn of its power to mediate labor disputes, was named by President Truman last Wednesday to administer the nation's wage program covering radio-TV and other industries.

While much of the board's authority has been stripped through the amended Defense Production Act, a majority of the members of the old WSB were re-appointed by Mr. Truman to serve again. They are to be sworn in Tuesday.

The Chief Executive named six labor members, and four each to represent the public and industry. Two more persons are to be chosen for the latter categories.

It was understood that Richard Doherty, NARTB employe-employer relations director, desires to leave his post as an industry representative. He reportedly agreed to stay on for a few weeks in the event that Mr. Truman is hard pressed to find a new member willing to serve. Whether the President would name Mr. Doherty for one of the remaining industry posts was not known late Thursday.

Mr. Doherty's reason for preferring to leave WSB reportedly stemmed from expected demands on his time in the next few months. He is slated to make the annual NARTB district meeting swing which gets underway Aug. 18.

ABC, PUBLICISTS
Hollywood Contract Set

ABC HOLLYWOOD and Publicists Guild last week agreed on salary increases and improved working conditions for five staff members, retroactive to Dec. 1, 1951.

New contract includes: (1) weekly wage increase across board, raising average weekly salary from $89.77 to $102.30; (2) starting salary raised from $76.15 to $86.75 for 40 hour five day week; (3) one week vacation with pay after six months, two weeks after one year and three weeks after 10 years, and other benefits.

Southern
Top Network Station
$100,000.00
One of the very good single station market operations in the south. This property is located in a premium and growing market. Profits are good and 1952 business is showing healthy increase. Net quick assets in excess of $10,000.00 included. Liberal financing arranged.
Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C. — James W. Blackburn, Washington Bldg., Sterling 4341-2
CHICAGO — Ray V. Hamilton, Tribune Tower, Delaware 7-2755-6
SAN FRANCISCO — Lester M. Smith, 235 Montgomery St., Exbrook 2-5672

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Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—*ONLY* one week's salary. *NO OTHER CHARGES.*
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17 East 48th Street, New York 17, New York
PL 5-1127
E. C. Lobdell, Licensee

FCC Actions

(Continued from page 83)

plication to bring up to date information contained in Sec. II and III.

July 31 Decisions . . .

BY COMMISSION EN BANC

AM—790 kc

WGRA Cairo, Ga.—Granted CP to change frequency from 1300 to 790 kc, 1 kw D, and make changes in the ant. and ground system.

AM—1550 kc

WHBS Huntsville, Ala. — Granted mod. CP to increase D power from 1 to 5 kw (under CP which authorized change from 1490 to 1550 kc, 500 w N, DA-2 U).

AM—1560 kc

KWCO Chickasha, Okla.—Granted CP to increase D power from 250 w to 1 kw unl. on 1560 kc, 250 w N, DA-N.

AM—1440 kc

KDNT Denton, Tex.—Granted CP to change frequency from 1450 kc to 1440 kc, increase power from 250 w to 500 w-N, 1 kw-LS, install new trans. and DA; engineering conditions, including accepting interference that would be caused by operation presently proposed in pending application of KJAY Topeka, Kan.

Extension of SSA

KFAR Fairbanks, Alaska — Granted extension of SSA to operate on 660 kc, 10 kw-U, for 90 days ending Nov. 1, 1952.

WNYC New York—Granted extension of SSA to operate on 830 kc, 1 kw limited for period ending Nov. 1, 1952.

Renewal of License

WMCT (TV) Memphis, Tenn.; WGAL-TV Lancaster, Pa.—Granted renewal of license for TV station WMCT Memphis, and renewal of TV station WGAL-TV Lancaster, subject to final determination of matters raised in Docket 8736 et al. with respect to show cause order which would require WMCT to change frequency from Ch. 4 to Ch. 5 and WGAL-TV to change from Ch. 4 to Ch. 8.

Following stations granted renewal of licenses for regular period:

WBOW Terre Haute, Ind.; WGRC Louisville, Ky.; WHBT Harriman, Tenn.; WHIR Danville, Ky.; WJOB Hammond, Ind.; WKYB Paducah, Ky.; WMIK Middlesboro, Ky. WSAL Logansport, Ind.; WTCJ Tell City, Ind.; WHBQ Memphis, Tenn.; WHLN Harlan, Ky.; WHOB Hopkinsville, Ky.; WLOU Louisville, Ky.; WMMT McMinnville, Tenn.; WOWO Ft. Wayne, Ind.; WREC Memphis, Tenn.; WROL Knoxville, Tenn.; WMC Memphis, Tenn.; WVLK Lexington, Ky.; WBBR Brooklyn, N. Y.; KDLR Devils Lake, N. D.; KSUE Susanville, Calif.; WATO Oak Ridge, Tenn.; WENC Whiteville, N. C.; WHAI Greenfield, Mass.; WIOU Kokomo, Ind.; WKOY Bluefield, W. Va.; WMOX Meridian, Miss.; KXOX Sweetwater, Tex.; WGCM Gulfport, Miss.; WVOS Liberty, N. Y.; WIBG Philadelphia; WGAI Elizabeth City, N. C.; KMJ-FM Fresno, Calif.; WVNJ Newark, N. J.; KGFX Pierre, S. D.

Reinstatement of CP

WLAB Lebanon, Pa.—Granted reinstatement of expired CP for FM station with expiration date of 6 months from date, to replace expired permit.

ABC Radio-TV Show

THE PROGRAM, *Adventures of Ozzie and Harriet*, to be carried by ABC radio and TV under alternating sponsorship of Hotpoint Co. (home appliances) through Maxon Inc., and Lambert Co. (Listerine toothpaste & antiseptic and prophylactic brushes) through Lambert & Feasley [B•T, July 28], will be seen on ABC-TV, Friday, 8-8:30 p.m. EST and on ABC radio also Friday, 9-9:30 p.m., beginning the first week in October.

KHJ-TV Hollywood's *Navy Newsreel*, new live and filmed quarter-hour program, is produced by the Navy unit's radio-TV section of Armed Forces Public Information Office, Los Angeles.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JULY 31

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	117	319	211
FM Stations	635	582	70	21	8
TV Stations	109	97	37	721*	85

* Filed since April 14.

(Also see Actions of the FCC, page 82)

Docket Actions . . .

FINAL DECISIONS

WBUD Trenton, N. J.—Morrisville Bcstg. Co. Commission granted modification of CP to specify new transmitter location; conditions. Final decision July 28.

Ionia, Mich.—Ionia Bcstg. Co. Commission granted 1430 kc, 500 w daytime; condition. Estimated construction cost $13,950. Equal partners are Kenneth Neubrecht, field engineer for Gates Radio Co., Quincy, Ill., and Monroe MacPherson, owner of Ionia Chick Hatchery. Filed Nov. 30, 1950; final decision and grant July 28, 1952.

SECOND INITIAL DECISION

KGBS Harlingen, Tex. — Harbenito Bcstg. Co. Hearing Examiner J. D. Bond issued second initial decision looking towards grant of 850 kc with 5 kw fulltime, DA; engineering conditions. Change from 1240 kc, 250 w fulltime. Initial decision July 23.

INITIAL DECISION

Spartanburg, S. C.—James Cozby Byrd Jr. Hearing Examiner Leo Resnick issued initial decision looking towards grant of 1400 kc, 250 w fulltime; conditions. Estimated construction cost about $1,350 (major items of equipment, including transmitter, already on hand); estimated first year operating cost $26,000, revenue $28,600. Mr. Byrd is student at U. of S. C. and also teaches a course there in electronics. Simultaneously, hearing examiner denied mutually exclusive application of Southernair Bcstg. Co. for same facilities. Initial decision July 28.

Non-Docket Actions . . .

TRANSFER GRANTS

WPNX Phenix City, Ala.—Granted assignment of CP to Clarence E. Leeper, Roy Greene and Virgil R. Greene, each to have ⅓ interest; before transfer the Messrs. Greene and Mr. Leeper each had ¼ interest, with F. Roger Page Jr., who withdraws to effect financial settlement (also see WAAA Winston-Salem, below). Granted July 24.

KERO Bakersfield, Calif. — Granted assignment of license from Radio Station KERO to Kern County Bcstrs. Inc. for $110,000 for 90% interest. Principals in assignee include: President Albert E. DeYoung (51%), general manager who before assignment already had 10% interest; Vice President M. H. Stansbury (24%), 80% owner of Stansbury Inc. (oil well drilling contractor and operator); Secretary-Treasurer Bryan J. Coleman (5%), secretary-treasurer and 2% owner of Bakersfield Savings & Loan Assn.; Edward E. Urner (10%), KERO salesman; Kenneth R. Croes (5%), KERO program director, and S. B. Gill (5%), attorney. Granted July 31.

KBOX Modesto, Calif. — Granted transfer of control from Harold Brown, G. A. M. Lynch and Cecil Lynch to Ralph M. Brown, an attorney, William Brown, division manager for meat department of Purity (food) stores, and Milton Hibden, promotion and merchandising manager for KXOA Sacramento and KXOB Stockton, for $22,500. Granted July 24.

WNLK Norwalk, Conn. — Granted transfer of control from David W. Jefferies, Michael J. Cuneen and Joseph V. Lentini to James Stolcz, manager and 40% owner of WBUD Morristown, Pa., from September, 1948, to January, 1952, and applicant for new AM station at Perth Amboy, for $50,000. Granted July 24.

WAJC (FM) Indianapolis, Ind.—Granted assignment of license of noncommercial educational FM station from Jordan College of Music to Butler U. Jordan College of Music merged with Butler U. on Sept. 1, 1951. Granted July 24.

KCIM Carroll, Iowa—Granted assignment of license from Vincent Collinson, Milford Collinson, Marvin Collinson and C. Everett Bliss to the three Collinsons through Mr. Bliss' sale of his 50% interest for $20,000. Before assignment, each of the Collinsons had 16⅔% interest; after assignment each will have 33⅓% interest. Granted July 24.

WCCO Minneapolis, Minn.—Granted assignment of license from CBS to Midwest Radio-Television Inc. through transfer of properties having book value of $114,386 plus $188,000 cash for which assignor will receive 470 shares (47%) of no par value voting stock of assignee. Stock of Midwest Radio-Television Inc. is owned 53% by Mid Continent Radio-Television Inc. and 47% by CBS. (See WTCN-TV Minneapolis below; see story, page 30.) Granted July 31.

WTCN-AM-FM Minneapolis, Minn.—Granted assignment of license from Mid Continent Radio-Television Inc. to Minnesota Television Public Service Corp. for $325,000. Principals in transferee include President Robert Butler (68.63%), former U. S. Ambassador to Australia and Cuba, president of Walter Butler Co., Walter Butler Building Co., Walter Butler Construction Co. and Walter Butler Shipbuilding Co.; Vice President Alvin Gluck (7.84%), president of Gluek Brewing Co.; Secretary-Treasurer Quentin David (1.96%), general manager of David Inc. Agency, St. Paul; Bror Dahlberg (4.9%), general advisor to board of Celotex Corp., Minneapolis; Lester Mample (1.96%), district manager for St. Paul district, GE Supply Corp.; Samuel Lipschultz (3.92%), St. Paul attorney, and seven others with less than 1% each. Assignee is applicant for new TV station in Minneapolis. Assignment granted July 31.

WTCN-TV Minneapolis, Minn. — Granted assignment of license from Mid Continent Radio-Television Inc. to Midwest Radio-Television Inc. through transfer of properties having book value of $227,461 plus $212,000 cash for which assignor will receive 530 shares (53%) of no par value voting stock of assignee. Stock of Midwest Radio-Television Inc. is owned 53% by Mid Continent Radio-Television Inc.—which in turn is owned equally by Minnesota Tribune Co. and Northwest Publications Inc., which in turn is controlled by Ridder Publications Inc.—and 47% by CBS. (See WCCO Minneapolis above; see story, page 30). Granted July 31.

WCMW Canton, Ohio—Granted transfer of control from K. B. Cope and R. W. Loichot to S. L. Huffman, owner of adv. agency, and J. Irvin Schultz, owner of machine company, for $38,794.80. Granted July 24.

WGAR Cleveland, Ohio—Granted relinquishment of control by Frances S. Richards, executrix of estate of G. A. Richards, through sale of 34,800 shares of stock (24.4%), for $556,800. Mrs. Richards' stock is being purchased by The WGAR Bcstg. Co. of which John F. Patt is president and Carl E. George general manager. Mrs. Richards' interest will be decreased from 64.9% to 40.5%. Granted July 29.

KTOK Oklahoma City, Okla.—Granted transfer of control from O. L. Taylor Co. to Amarillo Bcstg. Co. for $225,000. Principals in transferee include: President Wendell Mayes (25%), president and major stockholder in KBWD Brownwood, Tex., and KNOW Austin; 25% owner of KFDA Amarillo; former part-owner of KRIO McAllen, Tex., and WACO Waco, Tex., sold in 1949. Vice President C. C. Woodson (25%), 95% owner of *Brownwood (Tex.) Bulletin*, and other Texas and Florida newspapers; he has oil and gas interests in Texas; applicant for new TV outlets in Amarillo and Austin, Tex.; 25% owner of KFDA; at one time owned 50% interest in KBWD and KNOW; and 24% interest in KRIO and WACO; interest in these four was sold by 1950. Secretary-Treasurer Charles B. Jordan (25%), with WRR Dallas for 20 years, last seven of which he was managing director; now vice president and general manager of Texas State Network and vice president of KABC San Antonio, KFJZ Fort Worth, KRIO and WACO; he is now 25% owner of KFDA. Gene L. Cagle (25%), president and general manager of Texas State Network, KABC, KFJZ, KRIO and WACO; owner of 34% capital stock of Texas State Network, which in turn owns 100% of capital stock of KABC, KFJZ, WACO and KRIO, and is applicant for new TV station in Fort Worth; he also is 25% owner of KFDA. Sale terms: $10,000 in escrow, $140,000 cash at transfer date, $75,000 promissory note to be paid off by $1,000 monthly at 4% interest. Granted July 31.

KOTV (TV) Tulsa, Okla.—Granted transfer of control from George E. Cameron Jr. and John B. Hill to J. D. Wrather Jr., independent oil producer, Mrs. Mazie Wrather, mother of Mr. Wrather, and Helen M. Alvarez, general manager of KOTV (TV) who retains 15% interest, for $1,629,000 for 85% of stock. Granted July 31.

WAAA Winston-Salem, N. C.—Granted acquisition of control by F. Roger Page Jr. of 50% interest for $17,400 from C. E. Leeper and Beatrice S. Leeper to effect financial settlement. Mr. Page is in farm equipment business. (Also see WPNX Phenix City, Ala., above). Granted July 24.

WOPI-AM-FM Bristol, Tenn. — Granted transfer of control from C. J. Harkrader to W. A. Wilson for $80,000. Mr. Wilson is president and general manager of WOPI. Granted July 31.

AM GRANTS

Needles, Calif.—Needles Bcstg. Co., 1340 kc, 250 w fulltime, antenna 150 ft. (former facilities of KSFE which was deleted Aug. 30, 1950). Estimated construction cost $4,605 (does not include equipment and buildings of KSFE which were purchased); first year operating cost $20,847, revenue $30,000. Principals include Bernard Fitzpatrick (50%), former 25% owner of KTAK Gallup, N. M., and now attending Radio Operational Engineering School in order to get First Class license, and Leo A. Newsome Jr. (50%), former assistant manager of KENO Las Vegas, Nev., and now attending Radio Operational Engineering School in order to get First Class license. Filed Aug. 6, 1951; granted July 30, 1952.

Palm Springs, Calif.—Desert Radio & Telecasting Co., 1450 kc, 250 w fulltime, antenna 150 ft. Grant subject to condition that interference received as result of grant of facilities proposed in either application of Balboa Radio

(Continued on page 88)

For television grants and applications, see page 56.

SOONER or LATER
some aggrieved listener
accuses you of.

LIBEL OR
SLANDER

and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also
Invasion of Privacy, Plagiarism,
Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY
INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!

WRITE FOR DETAILS AND RATES
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CORPORATION
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DuMONT REPORTS

5 Renewals, 3 New Series

DuMONT TV Network last week reported five network renewals and three new program series which will be seen on network beginning in August and September.

New programs will be: *Melody Mill Ballroom*, beginning Aug. 13 as weekly show, 10-10:30 p.m., originating from WGN-TV Chicago; *Pick the Winner*, get-out-the-vote program starting Aug. 14, weekly through Oct. 30, sponsored by Westinghouse Electric Corp., through McCann-Erickson, N. Y.; and *New York Times Youth Forum*, beginning Sept. 14, weekly, 5-6 p.m., moderated by commentator Dorothy Gordon.

Five renewals include: *Kids & Company*, resuming Aug. 9, weekly, 11:30 a.m.-noon, presented in cooperation with National Junior Chamber of Commerce and sponsored by Red Goose shoes through D'Arcy Adv., both St. Louis; *The Television Newspaper*, resuming Aug. 25, Monday-Friday, 11-11:15 p.m., sponsored by Sealy Inc. (mattresses) through Olian Adv., both Chicago, and Michaels Bros.; *Charlie Wild, Private Detective*, returning Sept. 2, weekly, 9-9:30 p.m., sponsored by Wine Corp. of America (Mogen David wine) through Weiss & Geller, both Chicago; *Kiddie Kollege*, returning Sept. 14, weekly, 12:30-1 p.m., sponsored by Dr. A. Posner shoes, through Alfred J. Silberstein-Bert Boldsmith Inc., both New York; and *Double 'C' Canteen*, returning Sept. 15, Monday-Friday, 6:30-7 p.m., starring Sheriff Bob Dixon and sponsored by Coca-Cola Bottling Co. of New York through D'Arcy Adv., New York.

Canadian Call Letters

OFFICIAL call letters have been assigned by Dept. of Transport, Ottawa, to the first Canadian television stations. Unlike the United States, Canadian stations will not carry the TV suffix. At Toronto, it will be CBLT and at Montreal, CBFT, the T added to the call letters of the AM station.

FCC Roundup

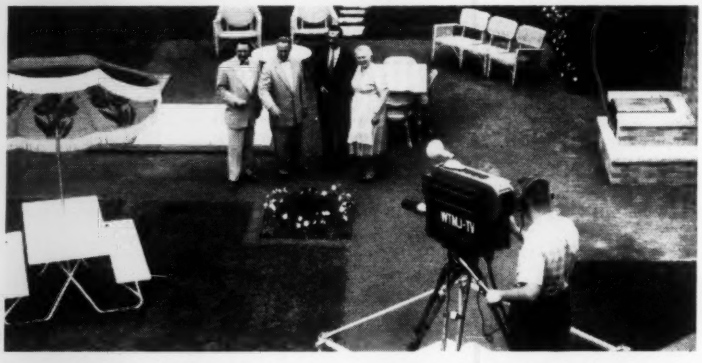
(Continued from page 87)

Corp., Escondido, Calif., or that of Oceanside Bcstg. Co., Oceanside, Calif. Estimated construction cost $12,937, first year operating cost $31,730, revenue $41,000. Principals include Jobe L. Hamman (51%), plumbing; George W. Berger (29%), consulting engineer, and Melvin Sullivan (20%), electrical contractor and sound engineer. Filed Oct. 2, 1950; granted July 30, 1952.

Edenton, N. C.—Tar Heel Bcstrs., 860 kc, 1 kw daytime, antenna 251 ft.; engineering condition. Estimated construction cost $16,275, first year operating cost $24,000, revenue $36,000. Principals include William J. Davis, former manager of WFVG Fuquay Springs, N. C., and Ressie C. Dukes, owner of Tar Heel Adv. Agency, Raleigh. Filed June 25, 1951; granted July 30, 1952.

Cincinnati, Ohio—New York Institute of Cincinnati Inc., 1480 kc, 1 kw daytime, DA, antennas 166 ft.; engineering conditions, including installations of equipment to eliminate cross-modulation and re-radiation between proposed station and WCKY Cincinnati. Estimated construction cost $65,947, first year operating cost $100,440, revenue $100,000. Permittee is technical school. Filed Jan. 30, 1951; granted July 30, 1952.

ECONOMY, flexibility and adaptability of spot television are presented in terms of menswear advertisers' problems in a presentation prepared by the TV division of Edward Petry & Co. for the Men's Apparel Industry. Titled "New Style and New Power for Menswear Promotion," the presentation includes success stories of spot TV menswear advertisers.



Inspecting WTMJ-TV's new outdoor studio are (l to r) Gordon Thomas; Bob Heiss; Jim Robertson, program manager, and Breta Griem. Cameraman was not identified. ➤

EDUCATOR TV PROBLEMS

Examined by U. of Kentucky Committee

A BROAD view of the future of educational television possibilities and specifically of the future of television at the U. of Kentucky is given in a late report.

The lengthy report was compiled by an eight-man committee appointed by the U. of Kentucky president, Dr. H. L. Donovan.

Growth of the U. of Kentucky's radio service, with the helpful cooperation of WHAS Louisville, was traced from the first broadcast, April 1, 1949, to the present. The university now, in the course of a year, serves virtually every Kentucky radio station, the report said.

The report recognizes that the U. of Kentucky is not now in a position to finance the cost of necessary television facilities. Nor is it likely to be in the foreseeable future, it was added.

Opinion on Live Telecasts

In the committee's opinion, bans against live telecasts of athletic events cannot long be maintained. As a guide to future policies, the committee recommended that if the Southeastern Conference and the National Collegiate Athletic Assn. permit live telecasts of live football and basketball games, the board of trustees authorize acceptance of bids from television stations for the privilege of telecasting these games.

Scanning video developments in colleges and universities, the report reviewed efforts of institutions of higher learning to get TV stations on the air.

Specific cases were noted of the U. of Illinois and Michigan State College, both of which reportedly have applied for permits to construct their own station.

Funds for the U. of Illinois station are to be obtained from a university appropriation plus a special grant. This station is to operate entirely on a non-commercial basis.

Proposed operation of the Michigan State College station, however, includes the carrying of commercial programs. Funds for this station construction are to come from a college appropriation, it was added.

Nathan Lord, general manager, WAVE-TV Louisville, made several proposals, among them that WAVE Inc. would apply with the FCC for a license to operate a UHF television station at Lexington, home of the U. of Kentucky.

In its report, however, the committee recommended that the WAVE proposals not be accepted because, among other reasons, it would lay the university, a state-supported institution, open to severe criticism for aligning itself with a particular station on an exclusive basis.

SWG-ATFP RIFT

Guild May Call Strike

BREAKOFF of negotiations for a new basic contract between Screen Writers Guild and Alliance of TV Film Producers last Wednesday may result in a strike against the latter on the question of royalty payments.

The guild's executive board was to meet tonight (Monday) for a strategy conference with its TV negotiations committee and heads of TV writers coordinations committees. The guild notified TV writers Thursday not to sign contracts with Alliance producers that would prevent striking.

Alliance said SWG demands were "completely unfair and unrealistic." The guild asks (1) a minimum advance against a percentage of gross, (2) exclusive rights only to be bargained for and these on a seven-year lease basis and (3) all other rights to remain property of the author. ATFP proposes to repay the writer for reuse of his material only for a certain number of reshowings and/or after a certain time period.

KNBH (TV) Hollywood has started five-minute morning and evening prayers with musical accompaniment which open and close each day's telecasting. Guest speakers, who alternate on the program, are from Southern California's churches and temples.

OUTDOOR STUDIO

Now Used by WTMJ-TV

FINISHING touches have been applied to a year-round outdoor studio at WTMJ-TV Milwaukee. First programs were telecast from there July 15. An area about half the size of a city block is available for the outdoor TV broadcasts.

An attractive shelter of modern design is the focal point of the new studio. Shelter also will provide a backdrop for local telecasts which will be increased in number because of the additional facilities, the station explains.

One section of the outdoor studio is a vegetable garden used for a gardening feature on WTMJ-TV's *Time Out With Thomas* program. *What's New in the Kitchen*, with Breta Griem, has arranged for a series of outdoor cooking shows during the summer while still other outdoor features for women are planned on other telecasts.

NBC Option

(Continued from page 55)

grams on the network have increased as greatly.

Feeling is that the proposed formula is beneficial to the network and to its affiliates in that although the network may get less and less free time, it would get more and more dollars as business increased.

Conversely, it is felt that the stations would reap more and more income from the network as business climbed, yet at the same time recapture more and more option time for station sales.

More Acceptance

Also, it is observed that stations would be inclined to accept more and more business from the network if the formula plan was put into practice.

According to the current NBC-TV affiliation contract, the option time given free by stations (10 a.m.-1 p.m., 3-6 p.m., 7:30-10:30 p.m.) is compensation for line charges, which the network underwrites, and for sustaining programs.

Since all affiliates are now interconnected (KOB-TV Albuquerque is the only non-interconnected station in the country), the line charges pro-rated among affiliates should be less now than a year or more before—as far as NBC's books are concerned, according to the affiliates way of thinking.

And, as the network gets more and more business, there should be fewer sustaining programs, they point out.

Although affiliates hope that NBC will accept the formula, it will still be necessary for each affiliate to negotiate its own contract. It is understood that at the present time, some 15 of NBC-TV's 44 primary TV affiliates do not have standard contracts.

Television Grants and Applications

(Continued from page 58)

ROCHESTER, N. Y.—Meredith Engineering Co., UHF Ch. 15 (476-482 mc); ERP 290 kw visual, 145 kw aural; antenna height above average terrain 435 ft., above ground 325 ft. Estimated construction cost $571,000, first year operating cost $499,800, revenue $425,000. Post Office address: 1716 Locust St., Des Moines, Iowa. Studio location: to be determined. Transmitter location: Pinnacle Hill (on WHAM-TV tower, just below that station's antenna). Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washingon. For principals, see Minneapolis application above.

UTICA, N. Y.—U. of the State of New York, UHF Ch. *25 (536-542 mc); ERP 198 kw visual, 105 kw aural; antenna height above average terrain 563 ft., above ground 538 ft. Estimated construction cost $251,500. Post Office address: State Education Dept., Albany, N. Y. Studio location: Institute of Applied Arts & Sciences. Transmitter location: Roscoe Conkling Park. Geographic coordinates: 43° 04' 04" N. Lat., 75° 14' 56" W. Long. Transmitter GE, antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead, Albany, N. Y. Principals include the Regents and Commissioner of Education of the State of New York.

WILMINGTON, N. C. — WMFD-TV Inc. (WMFD), VHF Ch. 6 (82-88 mc); ERP 62 kw visual, 31 kw aural; antenna height above average terrain 351 ft., above ground 388 ft. Estimated construction cost $234,827, first year operating cost $161,568, revenue $175,000. Post Office address: Radio Bldg., Wilmington. Studio location: 225-223 Princess Radio Bldg. Transmitter location: New River Road. Geographic coordinates 34° 13' 31" N. Lat., 77° 59' 17" W. Long. Transmitter RCA, antenna RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer A. D. Ring Co., Washington. Principals include President and Treasurer **R. A. Dunlea** (33⅓%), licensee and operator of WMFD-AM-FM Wilmington; Vice President **D. D. Cameron** (33⅓%), ⅓ owner of the MacMillan and Cameron Co., home and auto suppliers; Secretary **R. A. Dunlea Jr.,** and **Louise G. Dunlea** (33⅓%).

TULSA, Okla.—Tulsa Television Co., UHF Ch. 17 (488-494 mc); ERP 261 kw visual, 130.5 kw aural; antenna height above average terrain 651 ft., above ground 592 ft. Estimated construction cost $560,300, first year operating cost $238,000, revenue $312,364. Post Office address: 315 South Boulder, Tulsa. Studio and transmitter location: Independence and Cincinnati Avenues. Geographic coordinates 36° 10' 00" N. Lat., 95° 59' 10" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Edward C. Lawson** (51%), president and 75% owner of the Lawson Petroleum Co., president and 50% owner of Oklahoma Airways Inc.; Vice President **Richard L. Jones Jr.,** vice president, business manager and 20% owner of the Tulsa Tribune Co. which publishes the *Tulsa Tribune* and owns 24.5% of applicant and Secretary-Treasurer **Rex A. Justus,** vice president and 10% owner of World Publishing Co., which publishes *Tulsa Daily World* and owns 24.5% of applicant, and secretary-treasurer and 25% owner of Magic Empire Express Co. (common carriers).

LOCK HAVEN, Pa. — Susquehanna Valley Television Corp., UHF Ch. 32 (578-584 mc); transmitter output 5 kw (ERP not given); antenna height above average terrain and above ground not given. Estimated construction cost $200,000. First year operating cost and revenue not estimated. Post Office address: 308 North Grove St., Lock Haven, Pa. Transmitter location: 308 North Grove St. Geographic coordinates not given. Transmitter, antenna and studio equipment make not specified. Legal counsel not indicated. Consulting engineer not indicated. Principals include **V. James Caprio** (13%), owner of Harper Method Beauty Shop, **Philip A. Teah** (13%), with Widman & Teah (drug store and real estate), **Paul A. Mack** (8%), insurance agent, and **Richard C. Abrams** (6%), owner of Keystone Tax (all principals are Lock Haven residents).

BEAUMONT, Tex. — Television Bcstrs., UHF Ch. 31 (572-578 mc); ERP 14.3 kw visual, 7.2 kw aural; antenna height above average terrain 819 ft., above ground 844 ft. Estimated construction cost $275,000, first year operating cost $105,000, revenue $82,000. Post Office address: P. O. Box 1592, Beaumont, Tex. Studio location: to be determined. Transmitter location: Washington Blvd., 2.75 mi. West of Beaumont. Geographic coordinates 30° 03' 27" N. Lat., 94° 09' 45" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include partners **J. A. Newborn Jr.** (10%), president of Beaumont Savings & Loan Assn.; **N. D. Williams** (30%), president of Beech Creek Lumber Co., Warren, Tex.; **Randolf C. Reed** (30%), president of The Reed Co. and The Gulf-York Inc., Beaumont and New Orleans (wholesale appliances and air conditioning businesses), and **Jack S. Josey** (30%), independent oil producer.

CORPUS CHRISTI, Tex.—Costal Bend Television Co., UHF Ch. 22 (518-524 mc); ERP 20.5 kw visual, 10.2 kw aural; antenna height above average terrain 317 ft., above ground 324 ft. Estimated construction cost $157,488, first year operating cost $110,000, revenue $124,000. Post Office address: 1111 Antelope St., Corpus Christi. Studio and transmitter location: 1118 Leopard St. Geographic coordinates: 27° 47' 46" N. Lat., 97° 24' 10" W. Long. Transmitter RCA, antenna RCA. Legal counsel Thomas Marshall, Corpus Christi. Principals include President **Gabriel Lozano** (10%), owner of Southwestern Beverage Co.; Vice President **Aroldo O. Lerma** (10%), owner of Lerma Pharmacy; Treasurer **M. L. Ramirez** (10%), owner of R. & R. Products (wholesale drug concern), and Secretary **E. E. Mireles** (10%), school supervisor for Corpus Christi Independent School District (all principals are Corpus Christi residents).

HOUSTON, Tex.—John B. Hill, UHF Ch. 29 (560-566 mc); ERP 198.4 kw visual, 99.2 kw aural; antenna height above average terrain 636 ft., above ground 700 ft. Estimated construction cost $320,000, first year operating cost $320,000, revenue $280,000. Post Office address: 1720 Monroe Ave., Houston. Studio and transmitter location: Cullen Blvd. S. of Wheeler Ave. Geographic coordinates 29° 42' 53" N. Lat., 95° 20' 54" W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George P. Adair, Washington. Sole owner of applicant is **John B. Hill**, former vice president and 15% owner of Cameron Television Inc., licensee of KOTV (TV) Tulsa, Okla.

ODESSA, Tex.—Odessa Bcstg. Co. (KOSA), VHF Ch. 7 (174-180 mc); ERP 10.14 kw visual, 5.08 kw aural; antenna height above average terrain 314 ft., above ground 387 ft. Estimated construction cost $183,300, first year operating cost $120,000, revenue $108,000. Post Office address: 115 W. Sixth St., Odessa. Studio location: 115 W. Sixth St. Transmitter location: South of Odessa on West side of Crane Hwy. Geographic coordinates 31° 49' 52" N. Lat., 102° 22' 09" W. Long. Transmitter RCA, antenna RCA. Consulting engineer Edward P. Talbott, El Paso, Tex. Principals include President **Cecil L. Trigg** (75%), Vice President **Brooks L. Harman** (10%), Secretary **John Vacca** and Treasurer **Wilmer B. Stowe** (10%).

† TEXARKANA, Tex. — KCMC Inc. (KCMC), VHF Ch. 6 (82-88 mc); ERP 18.6 kw visual, 9.4 kw aural; antenna height above average terrain 405 ft., above ground 399 ft. Estimated construction cost $264,130, first year operating cost $240,000, revenue $92,000. Post Office address: 37 Pine St., Texarkana. **Studio and transmitter** location: Summerhill Rd. 0.1 mi. S. of Texarkana. Geographic coordinates 33° 26' 56" N. Lat., 94° 04' 04" W. Long. Transmitter GE, antenna GE. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **C. E. Palmer** (37%), Vice President **W. E. Hussman** (45%), Vice President **Mrs. C. E. Palmer** (5%) and Secretary-Treasurer **J. Q. Mahaffey** (4%).

PROVO, Utah — KOVO Bcstg. Co. (KOVO), VHF Ch. 11 (198-204 mc); ERP 66.2 kw visual, 33.1 kw aural; antenna height above average terrain 1,577 ft., above ground 137 ft. Estimated construction cost $209,000, first year operating cost $85,000, revenue $90,000. Post Office address: P. O. Box 99, Provo. Studio location: 108 West Center St. Transmitter location: 5 mi. N of Leni, Utah. Geographic coordinates 40° 27' 46" N. Lat., 111° 51' 09" W. Long. Transmitter RCA, antenna RCA. Legal counsel Wilkinson, Boyden & Cragun, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Clifton A. Tolboe** (74.5%), Vice President **Charles E. Rowan** (2.3%), Vice President **Arch L. Madsen** (1.7%) and Secretary-Treasurer **Victor J. Bird** (2.4%).

ROANOKE, Va.—Rollins Bcstg. Inc. UHF Ch. 27 (548-554 mc); ERP 17.48 kw visual, 8.74 kw aural; antenna height above average terrain 302 ft., above ground 547 ft. Estimated construction cost $175,340, first year operating cost $150,000, revenue $175,000. Post Office address Moore Bldg., Rehoboth, Del. Studio and transmitter location Church Ave. between 4th and 5th Streets. Geographic coordinates 37° 16' 11" N. Lat., 79° 56' 58" W. Long. Transmitter RCA, antenna RCA. Legal counsel M. R. Barnes, Washington. Consulting engineer G. R. Chambers, Rehoboth, Del. Principals include President **John W. Rollins** (62.5%); Vice President and Secretary **O. Wayne Rollins** (33.3%), vice president and part owner of Roanoke Lincoln-Mercury Sales Corp., 50% owner Rollins Hereford Ranch, and Treasurer **Katherine E. Rollins** (4.2%). Applicant is licensee of WJWL-AM-FM Georgetown, Del., WFAI Fayetteville, N. C., WRAD Radford, Va., and WRAP Norfolk.

† ROANOKE, Va. — Radio Roanoke Inc. (WROV) (Modification of application), UHF Ch. 27 (548-554 mc), ERP 104.7 kw visual, 62.6 kw aural; antenna height above average terrain 674 ft., above ground 249 ft. Estimated construction cost $264,096. [For earlier application, see B•T, July 14].

PARKERSBURG, W. Va.—Polan Industries Inc. UHF Ch. 15 (476-478 mc); ERP 21.7 kw visual, 11.7 kw aural; antenna height above average terrain 496 ft., above ground 253 ft. Estimated construction cost $193,000, first year operating cost $150,000, revenue $160,000. Post Office address 321 8th St., Huntington, W. Va. Studio location to be determined. Transmitter location 5.5 mi. NE of Parkersburg. Geographic coordinates 39° 21' 24" N. Lat., 81° 29' 57" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (20%) partners: **Albert S. Polan, E. G. Polan** (20% owner of WPVH Huntington), **Lincoln M. Polan, Charles M. Polan** and **Lake Polan Jr.** Applicant is electronic mfg. concern.

Existing Station Change in Facilities

WTVR (TV) RICHMOND, Va.—Havens & Martin Inc., VHF. Ch. 6 (82-88 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 840 ft., above ground 844 ft. Estimated cost of DuMont amplifier $65,000; total cost of improvements $80,000. Change *from* ERP 2.04 kw visual, 1.02 kw aural.

HONORING Larry Storch (center) as new star of DuMont's *Cavalcade of Stars*, sponsored by Druggists of America, are (l to r) Donald H. McGannon, administrative assistant, DuMont TV Network; I. C. Kepford, merchandise manager, Liggett Drug Co.; Mr. Storch; Milton Douglas, *Cavalcade* producer and vice president of Products Adv. Corp., agency, and David Karalitz, president, Products Adv. Corp.

DENVER TIFF

Rages on TV Antenna Fee

DENVER'S new TV channel granted to KFEL-TV has brought on a dispute over the city's proposal to charge $1 permit and inspection fee for outdoor TV antennas. McCollum-Law Corp., TV set distributors there, and set distributors and retailers in 650 other U. S. cities which have uniform building codes similar to Denver's and who might be liable to pay a similar fee, are watching the controversy.

George R. McCormack, chief city building inspector, interprets outdoor antennas as coming under the code, which specifies a graduated permit fee for any additions to buildings. Opponents maintain the fee plan is a revenue-raising device and that the city cannot inspect the thousands of outdoor antennas expected with Denver's estimated 75,000 sets by the end of 1953.

W. S. Law of McCollum-Law Corp. said his firm agrees to paying a $25 yearly license fee and a $1 permit fee if an antenna is over 18 ft. high. The city bases its proposal on grounds it needs a record of all antennas and needs authority to inspect all antennas for safety purposes.

CROSLEY TV SETS

'Sales Up 370%'—Blees

SALE of Crosley television sets in June surpassed the previous June record by 370% and points to a "real upswing" of business during the next few months, William A. Blees, vice president of Avco Mfg. Corp. in charge of Crosley sales, said in New York Thursday.

He expressed belief after a nationwide business tour the upturn would continue into 1953 and said it reflects a "return to purchasing normalcy." He attributed it in part to "higher demand, stimulated by relaxation of controls, which has cleared away excess inventories," noting that all Crosley appliances have had "record-breaking sales."

at deadline

GODFREY TOPS IN N. Y., NIELSEN RATINGS

ARTHUR Godfrey & His Friends was top TV network program for four weeks ended July 12, with 30.9 rating in 929,000 TV homes, according to Nielsen ratings for top television programs in New York area released last week.

Two other Godfrey programs ranked second and third with New Yorkers, *Arthur Godfrey's Talent Scouts*, 30.6, and *Arthur Godfrey & Friends* for Toni Co., 30.5. Pillsbury segment of *Arthur Godfrey & Friends* ranked 10th with 23.8.

Others in top 10 were: *Big Town*, 29.6; *My Little Margie*, 28.9; *Pabst Blue Ribbon Bouts*, 28.0; *Strike It Rich*, 26.2; *My Friend Irma*, 26.2, and *Racket Squad*, 24.5.

MULTIPLE FILING NOT AGAINST RULES

NOTHING in FCC rules prohibits applicant who owns four TV stations from filing more than one application for new stations, Storer Broadcasting Co. declared Friday in filing answer to petition of WSTV Steubenville, Ohio two week ago [AT DEADLINE, July 28]. However, Storer reported it had asked that its Minneapolis and Cincinnati TV applications be dismissed.

WSTV claimed that where single entity owned four TV stations, applications for more than one additional station should be prohibited. Storer owns WJBK-TV Detroit, WAGA-TV Atlanta, KEYL (TV) San Antonio, was an applicant for Minneapolis, Wheeling-Steubenville (where it owns WWVA-AM-FM Wheeling), Miami (WGBS-AM-FM) and Cincinnati (WSAI-AM-FM).

Not only is there nothing in rules prohibiting filing of as many applications as desired, said Storer reply, but also fact that Commission has under consideration possible changes in multiple ownership rule (which now limits TV ownership to five to same company) makes it necessary that Storer protect its position in case rule is changed.

WRJN ANSWERS

WRJN Racine, Wis., charging WRAC there to be "disgruntled competitor," asked FCC Friday to dismiss latter's protest of proposed WRJN transfer of control on grounds WRAC "has no legal interest whatsoever in this proceeding" [B•T, July 28]. WRJN held latter's petition is "untimely" and "replete with arguments and conclusions and is completely devoid of facts."

WRJN has filed for transfer of control from First National Bank & Trust Co., executor under will of Frank R. Starbuck, deceased, and Harry R. LePoidevin to Journal Times Co. for $157,600 [B•T, June 23]. WRAC's protest alleged monopoly and discrimination in newspaper log listings.

DuMONT SALES MEET

DuMONT Labs transmitter division district sales managers, sales engineers and sales representatives holding ten-day meeting at company headquarters in Clifton, N. J., starting today (Monday).

SEEK SAUCERS

GULF OIL Co., sponsor of *We The People* NBC-TV, Friday, 8:30-9 p.m., sent airplane aloft from Washington's National Airport to search for "flying saucers" which have been reported frequently over nation's capital. Radio and newspaper newsmen and photographers were invited. Group of "saucer" experts were to be present.

Business Briefly

(Continued from page 5)

to buy Ted Husing commentary following fight telecasts, Monday nights on DuMont TV network. Starting date expected to be Aug. 25 or Sept. 8. Agency, Ellington & Co.

EXPAND BEER PROMOTION ● F & M Schaefer Brewing Corp., New York, starting Aug. 4 will expand into 25 radio markets in New York state and eastern Pennsylvania for 13 weeks in New York and six weeks elsewhere. Agency, BBDO, N. Y.

SEABROOK ON MUTUAL ● Seabrook Farms, Bridgeton, N. J., will sponsor *Private File of Mathew Bell*, featuring Joseph Cotten, Sundays, 4:30-5 p.m. on Mutual network effective Sept. 7. Agency, Hilton & Riggio, N. Y.

PROMOTE STATE STREET ● Chicago's State Street Council, via J. R. Pershall agency there, is using 35 radio and 8 TV spots weekly for indefinite period to promote consumer shopping on city's State St. Schedule has been placed on WBBM, WIND and WMAQ (radio) and WBKB and WNBQ (TV). Mr. Pershall is account executive.

CITRUS SPONSORS ● Flordia Citrus Commission, Lakeland, Fla., to sponsor *Happy's Party* on DuMont TV Network for 17 weeks starting Sept. 6. Agency, J. Walter Thompson Co., N. Y.

TRY RADIO FIRST TIME ● Nebraska Consolidated Mills, Omaha, for its Duncan Hines Cake Mix, uses radio programming for first time when it enters six markets Aug. 11 with Bob McLaughlin's transcribed *Club Time* music show. Ten markets will be added Sept. 1 and 16 more in October. Agency, Gardner Adv., St. Louis. Oscar Norling, account executive.

SEVEN ABC AFFILIATES

ANNOUNCEMENT of seven more stations affiliating with ABC Radio, bringing total to 343, was made today (Monday) by William Wylie, ABC director of radio stations. They are WAUD Auburn, Ala.; WWPF Palatka, Fla.; WDUN Gainesville, Ga.; WSKB McComb, Miss.; WMRV Marion, Va.; WFRP Savannah, Ga., and WMGA Moultrie, Ga.

PEOPLE...

CBS-TV announced today (Monday) appointment of **HERBERT O. PHILLIPS**, former motion picture and television art director on West Coast, as executive art director in scenic division of CBS-TV network operations department.

ARTHUR E. McELFRESH, sales and management consultant, has been elected to board of directors of C. E. Hooper Inc.

FUNERAL services were conducted in Los Angeles Friday for **GEORGE E. HUSSEY**, 54, personal West Coast representative for Comr. E. F. McDonald Jr., president of Zenith Radio Corp. Mr. Hussey died July 30 of cerebral hemorrhage. He was organizer and secretary of Hollywood Executives Club. Surviving are his wife, Elizabeth; son, Edward; and daughter, Mrs. Dorothy Dunckelman.

JACK CHERBO joins account staff of Arthur Meyerhoff agency, Chicago, after working in same capacity at O'Neil, Larson & McMahon, same city.

HARRY FRIEDMAN, assistant to director of industrial relations and in charge of personnel relations at TV network division of Allen B. DuMont Labs., will resign Aug. 15. He will resume law practice in New York but continue to act as consultant on labor matters for DuMont.

LEWIS H. HAPP, contact executive with BBDO, N. Y., has joined Peck Adv., that city, in similar capacity.

HAROLD D. COHEN, associate chief counsel, Office of Price Stabilization, has resigned to join Washington law firm of Pierson & Ball. Mr. Cohen was special counsel with FCC before World War II.

LOWELL THOMAS, CBS radio newscaster, will receive an award of merit from National Safety Council when he returns from vacation Aug. 25. Award is for his transcribed commentary in connection with *Fight for Life* series of safety appeals being aired throughout country.

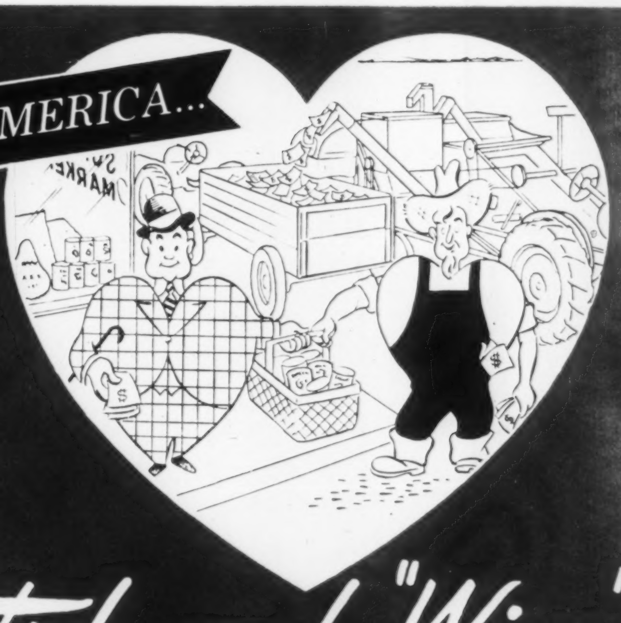
WADE SUES FRENCH CO.

WARREN WADE, producer of WOR-TV New York's *Broadway TV Theatre*, filed suit against Samuel French Co., New York, dramatic rights licensing organization, for breach of contract over rights to Lillian Hellman's *Another Part of the Forest* which was to have been presented on station week of Aug. 4-8. Miss Hellman's attorneys on Thursday served notice to Mr. Wade that French company had no right to represent her in handling any contracts for play and threatened injunction if play was presented. Gertrude Tonkonogy's *Three Cornered Moon* will be substituted for Hellman drama.

FORD CRUSADE HEAD

HENRY FORD II, president, Ford Motor Co., has been named national chairman of Crusade for Freedom, it was to be announced today (Monday) by Rear Admiral H. B. Miller, USN (ret.), Crusade president. Mr. Ford succeeds Gen. Lucius D. Clay, who has headed Crusade since its inception in 1950. American contributions of $3.5 million to Crusade in past two years have financed Radio Free Europe's 13 transmitters in Germany and Portugal and Radio Free Asia, broadcasting to Far East.

IN THE HEART OF AMERICA...



It's The
KMBC
KFRM
Team and It's
Wholehearted and "Wise"

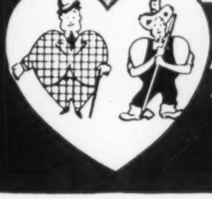
*"Audience-Wise"...**

The State of Kansas has just harvested one of the greatest wheat crops in its entire history. Literally this is a harvest of gold. The grain elevators in the Heart of America are filled to overflowing—and purses are bulging with cash—cash that will largely be spent within the great Kansas City Primary Trade Area for products and services that the people recognize.

For years The KMBC-KFRM Team has been "audience-wise." The Team has learned to know the people of the Heart of America and their wishes. It is this complete understanding which maintains KMBC-KFRM audience superiority and which long since gained the confidence and loyalty of the radio listeners. They recognize KMBC-KFRM as their "top" selection in radio. Likewise their top recognition goes to KMBC-KFRM advertisers. Thus KMBC-KFRM "audience-understanding" becomes recognition—recognition to Team advertisers in the form of great big fat Heart of America dollars!

* This is the second of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

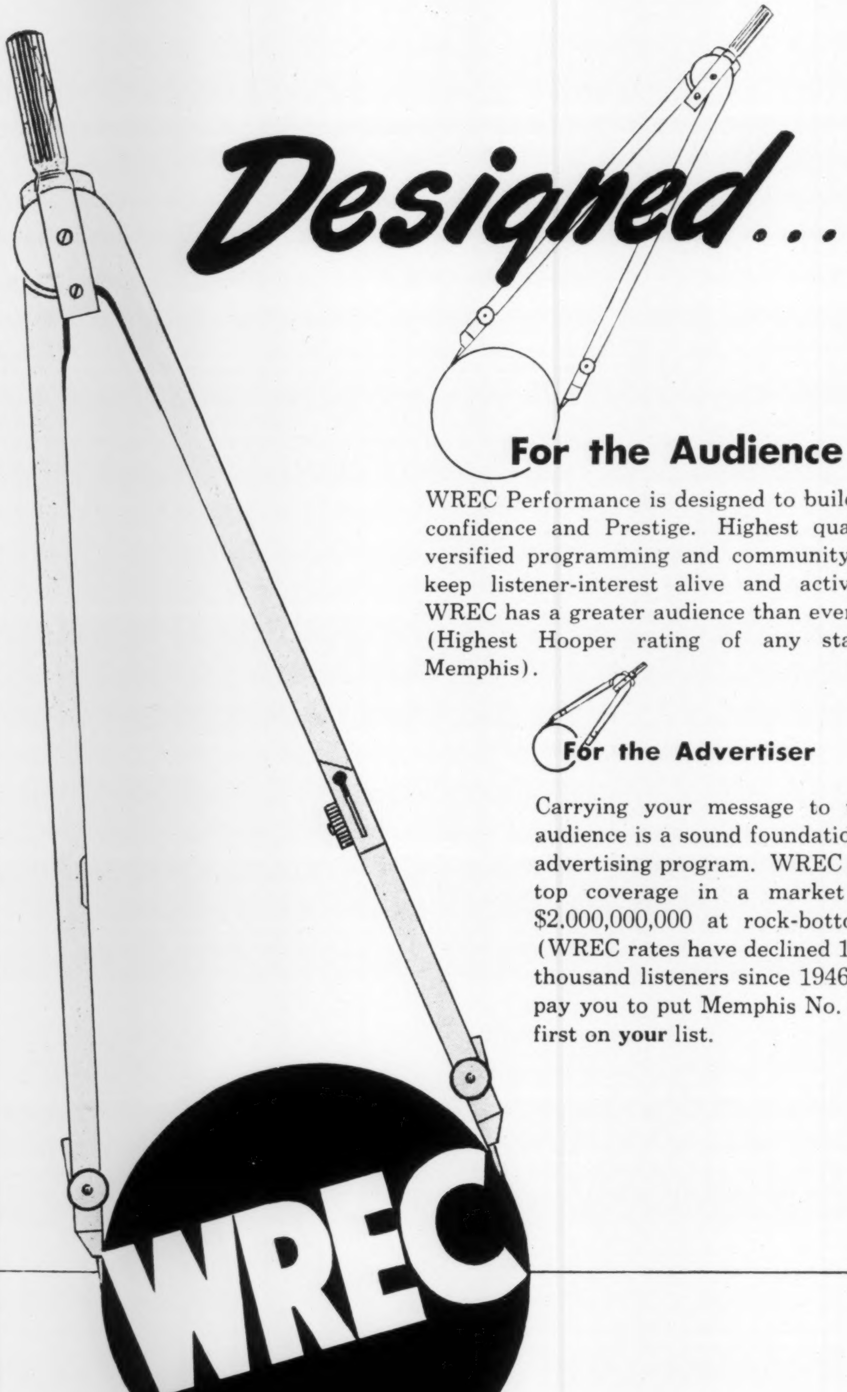
Call KMBC-KFRM, Kansas City, Mo., or your nearest Free & Peters Colonel for the KMBC-KFRM program story. BE WISE--REALIZE . . . to sell the Whole Heart of America Wholeheartedly it's . . .



The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



For the Audience

WREC Performance is designed to build lasting confidence and Prestige. Highest quality, diversified programming and community service keep listener-interest alive and active. **And** WREC has a greater audience than ever before! (Highest Hooper rating of any station in Memphis).

For the Advertiser

Carrying your message to this alert audience is a sound foundation for any advertising program. WREC gives you top coverage in a market of over $2,000,000,000 at rock-bottom costs. (WREC rates have declined 10.1% per thousand listeners since 1946). It will pay you to put Memphis No. 1 Station first on **your** list.

MEMPHIS NO. 1 STATION

AFFILIATED WITH CBS, 600 KC, 5000 WATTS — — REPRESENTED BY THE KATZ AGENCY